

The National **CLEANER & DYER**

FIRST IN THE DRYCLEANING INDUSTRY SINCE 1910



GREEN "CHLOROPHYLL" FOOTSTEPS lead to Reed Cleaners stores in Fargo, North Dakota, and Moorhead, Minnesota, as part of promotion campaign. Owner Harold G. Reed (left) directs supervisors in stenciling job. Story on page 38

Prevention and cure of frozen piping.....Page 42

How miraculous are "miracle" fibers?.....Page 52

Rayon shirt finishing step by step.....Page 64

JANUARY, 1953

22

Universally Microlino
313 North First Street
Ann Arbor, Michigan

**How to reduce
filter
clean-outs . . .**



and save on filtering costs, too!



Efficiency-minded dry cleaners have learned from experience that filter pressures stay low longer . . . solvents flow freely . . . when they filter with Hyflo®. Result: they lose less time closing down to clean filter screens or replace filter cloths.

Hyflo helps reduce filter shutdowns because it's a high speed filter powder with characteristics that are specially suited to dry cleaning requirements. Particle fineness is exactly right for trapping all dirt (lint, dust, and other solids). And the crystal-clear solvent passes freely through the cake that builds up on the screen.

And here's another money-saving advantage: because Hyflo does such a thorough job, solvent requires distilling less often, therefore needs replacement less frequently. Your solvent recovery costs are lower, too!

Why not find out more about Hyflo—and how to use it to best advantage—by getting a copy of the 48-page Dry Cleaners' Handbook from your dealer. You'll find it full of valuable suggestions to help you increase the efficiency of your filtering system, and save money too. Johns-Manville, Box 60, New York 16, N. Y.

®Reg. U. S. Pat. Off.



Johns-Manville

HYFLO

**the original
high speed Filter Powder**



*Here's the ideal soil
and stain remover
when a penetrating
neutral action is
necessary!*

BUCKEYE

NEUTRAL LUBRICANT

This scientifically compounded soil and stain remover can be used directly on garments from spotting bottle or also used on regular solid spotting board . . . full strength or diluted.

Removes:

- sweet stains •
- fruit stains •
- food stains •
- blood stains •
- beer stains •
- cream stains •
- perspiration •
- other obstinate
- water soluble and
- soil deposit stains •

SAFE FOR ALL FABRICS AND COLORS!

CONTACT YOUR BUCKEYE DISTRIBUTOR
FOR FURTHER INFORMATION

SYMBOL OF QUALITY

THE **DAVIES-YOUNG**
SOAP COMPANY
BOX 995 DAYTON 1, OHIO



Producers of Quality Products for the Cleaning and Laundry Industry Since 1844

Now! the newest of
the **Buckeye** line ...

"Clean-charge"

BUCKEYE

**for charge system dry cleaning
in petroleum and synthetic solvent**

CLEAN-CHARGE

- is light in color and solvents remain clear and clean!
- solvent is easily distilled!
- is a synthetic composition!
- does not contain fatty acids!
- is not affected by activated carbon treatment!
- has a fabric re-texturing quality!
- can be used with all sweetener powders!
- has moisture control!
- removes a high percent of carbon type soil and a high percent of wet soil!
- successfully used for wet, dry, stock and charge!

**BUCKEYE
CLEAN-CHARGE**

*Immediately
Available!*





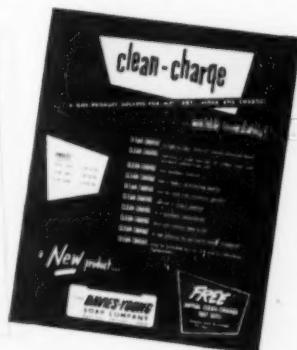
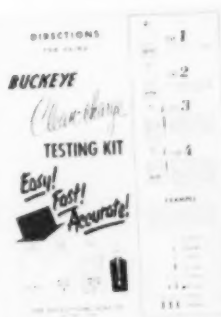
THIS outstanding new Buckeye product, Clean-Charge is the result of careful and expert research of the problems in charge systems. Tested throughout the country, drycleaners report excellent results. Quality cleaning is produced with Clean-Charge without additional cost! Try Clean-Charge for more efficiency and economy in your plant! Clean-Charge is available in drums of 15, 30, and 55 gallons.

A ONE-PRODUCT SUCCESS FOR WET • DRY • STOCK and CHARGE!

FREE! with initial order **BUCKEYE**

CLEAN-CHARGE TESTING KITS!
FOR PETROLEUM OR SYNTHETIC SOLVENT PLANTS

Accurate, easy-to-use Clean-Charge test kits complete with instructions are now available. Contact your Buckeye jobber salesman for a Petroleum Plant Clean-Charge Kit or a Synthetic Solvent Clean-Charge Kit. An eight page illustrated brochure on the directions, merits and many uses of Clean-Charge is also available.



PRODUCERS OF QUALITY PRODUCTS FOR THE CLEANING AND LAUNDRY INDUSTRY SINCE 1844

NATIONAL CLEANER & DYER, January, 1953. Published monthly by the Trade Paper Div. of The Beuben H. Donnelley Corp. Publication Office, 109 W. Chestnut Street, Lancaster, Penna. U. S. A. Executive and Editorial Offices: 304 East 45th Street, New York 17, N. Y. Subscription rates: United States and Canada, \$4.00; Foreign, \$6 per year. Volume 44, No. 1. Entered as 2nd class matter April 21, 1948, at the Post Office, Lancaster, Pa., under the Act of March 3, 1879.

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Published monthly by the Trade Paper Division of The Reuben H. Donnelley Corporation, publication address, 109 W. Chestnut Street, Lancaster, Pa. Established 1910. Member Audit Bureau of Circulations. Gaylord Donnelley, Chairman of the Board; David L. Harrington, President and Chairman of the Executive Committee; Curtiss E. Frank, Executive Vice President and General Counsel; Albert M. Andersen, Executive Vice President; J. Aubrey Hope, Harold P. Harper, Donald R. Arnold, Vice Presidents; Harry W. Warner, Secretary-Treasurer. Changes of address should reach us at least one month in advance to assure getting your copy regularly. Subscriptions: United States and Canada: \$4.00 per year in advance; foreign countries in Postal Union, \$5.00. Single copies: United States and Canada: 50 cents; foreign, 75 cents; Guidebook issue, \$1.00.

Editorial, Executive and General Advertising Offices, 304 E. 45th St., New York 17, N. Y. Telephone: Oregon 9-4000

Eastern Advertising Offices,

304 E. 45th Street New York 17, N. Y.; Telephone: Oregon 9-4000. William S. Crompton, Manager.

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Many a good opportunity has been lost in a panic! Many drycleaners have been stewing about the impact on this industry to be expected from the new synthetic fabrics. The pro's and con's are discussed by Dr. W. E. Coughlin of *Good Housekeeping* in a speech reported in this issue on Page 52, and the reader will see there is not all black ahead for the industry!

Static and Fabric

Static appears to be "built in" with many of the most promising new fabrics. A friend of ours whipped off a pullover sweater the other day and his trousers of a 50-percent-synthetic blend instantly clung to his body like red flannel underwear. As an experiment he stood for 20 minutes until the charge dissipated and the trousers relaxed.

Doubtless this is an extreme case occurring on a very dry day. Nor do we mean to infer this is a problem that will retard sales of synthetic fabrics. The textile people will undoubtedly lick it.

Meanwhile the cleaners have an opportunity! There is already on the consumer market a spray to make slips and nightwear staticproof. We don't know how well it is selling in various parts of the country. We do suspect that a little experimenting probably will enable some cleaners to adapt it to plant application and have another service to sell, another benefit to advertise—with or without extra charge!

Just as our national government can no longer think in terms of isolationism, so even NATIONAL CLEANER & DYER is becoming ever more conscious of a wider readership. Just as we finished writing that a certain plant had made important changes and had "got the bugs ironed out," we received a letter from an English friend. He thanks us for the "many good ideas to be gotten from your pages" but admits to having some difficulty with "your Americanisms."

Bug Ironing

Thus, when we suggest you "break in a new presser," "change your setup for a new layout," "try a new gimmick," "plug your paid repairs" or use "the charge system," we may be making it a little difficult for our friends across the water!

There are times when we have toyed with the idea of changing our name to the "International Cleaner & Dyer," for not only does this magazine go to nearly every drycleaner in Canada but to a majority of the progressive cleaners throughout the world, outside the Iron Curtain.

Maybe in years to come we'll be able to go back into the Iron Curtain countries again—when they get the bugs ironed out!

As help gets more scarce, the average age of our new employees gets lower. The other day we heard the unmistakable cry of a baby, brought in by a former employee for general admiration. When Bennett asked if she was starting work on Monday we found he didn't mean the mother!

Labor Shortage

After all, this is business paper business!—W.R.P.

43 times as much soap

It's AMAZING what 43 times as much soap will accomplish. The savings effected by 43 times as much soap are reflected throughout the entire plant.

Work flow is smoother; finishing costs are greatly reduced because of the near elimination of wet-cleaning; and spotting is reduced so greatly that silk spotters may direct their skills to the removal of difficult stains instead of dissipating their energies in the removal of routine food spots.

A 3% "Super Soap Solution" of FORMULA 886 provides 43 times as much active ingredient as 1 ounce per pound of a 1-1-1 stock made from the best filter soap. The cost is the same per hundred pounds of fabrics cleaned.

But to enjoy this low cost, and to provide the desired efficiency, the 3% solution must be extracted from the fabrics and salvaged for repeated use, after

which the fabrics are rinsed in a separate bath of pure solvent.

In plants equipped with the combination washer-extractor this extracting prior to rinsing in pure solvent may be completed without a single transfer of the fabrics. See Figure 1.

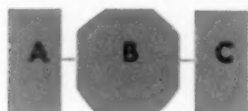
Those plant owners who are eager to observe for themselves just what the two-bath method will produce before investing in a combination unit may use their conventional equipment as outlined in Figure 2. Although this requires 3 transfers of fabrics for each batch, the saving in labor in other departments more than compensates for the labor in transferring.

The Extractor Rinse Process (Patent Pending) permits the use of standard washers and extractors and requires only the customary one transfer of fabrics instead of the three transfers shown in Figure 2.

FIGURE 1

Two-bath method for Formula 886 with Combination Washer-Extractor

NO TRANSFER OF FABRICS



- A • Filter for 3% solution of Formula 886.
- B • Combination Washer-Extractor.
- C • Filter for pure rinse solvent.

Procedure

- 1 • Clean fabrics on continuous in A & B.
- 2 • Transfer 3% solution from B to soap storage tank and extract the SSS into same tank.
- 3 • Fill B with pure solvent and rinse on continuous through C.
- 4 • Transfer rinse solvent from B to rinse storage tank and extract rinse solvent into same tank.

FIGURE 2

Two-bath method for Formula 886 with Conventional Equipment

3 TRANSFERS OF FABRICS



- A • Filter for 3% solution of Formula 886.
- B • Washer for 3% solution of Formula 886.
- C • Extractor.
- D • Washer for pure rinse solvent.
- E • Filter for pure rinse solvent.

Procedure

- 1 • Clean fabrics on continuous in A & B.
- 2 • Extract in C and return soap extractings to B.
- 3 • Transfer fabrics for pure rinse in D & E.
- 4 • Extract rinse solvent in C.

The Extractor Rinse Process eliminates Step 3 and combines Steps 2 & 4.

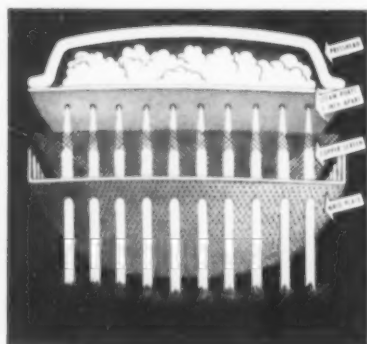
Address inquiries to R. R. Street & Co., Inc., 561 West Monroe Street, Chicago 6, Illinois

Circle 100 on Reader Service Card

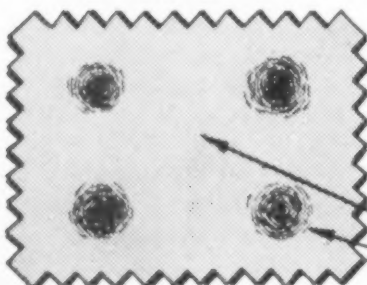
SCIENTIFIC FACTS PROVE—

Your present presses have uneven distribution of steam, uneven distribution of heat, uneven distribution of moisture. Now those same presses can have evenly distributed steam, even heat and even moisture over the entire head pressing surface by inserting a Nev-R-Spot Liner between presshead and a Davis Press Plate. Only with Nev-R-Spot can presses have the required lower, uniform temperature (225 degrees) for safe finishing of such thermoplastic new fabrics as Dacron and Orlon. These "fuse" and "glaze" or shine if pressed with the dangerous high heat of over 300 degrees that exists if ordinary copper screens or woven liners are used inside the grid plate. Nev-R-Spot breaks the harsh steam jets, spreads the steam sideways through thousands of canopied openings to reach every fiber for 100% pressing satisfaction.

Whether or not a drycleaning press is fitted with a copper screen or woven liner between presshead and grid plate, high-temperature pressurized jets of steam shoot at high velocity through the presshead ports, through the screen (if any), through the grid plate and through the garment being finished. There is no diffusion to reduce the ve-



Steam shoots from presshead in harsh jets that drive undiffused through copper screen or woven liner, straight through the grid plate and hit garment with full force at heat over 300 degrees. Fabric between jets is too cool (under 200 degrees) and too wet. The result is uneven finishing.



locity of the steam, and there is insufficient time and space at this high velocity to permit the steam to lose its excessive heat and to condense.

By means of scientific temperature-measuring devices, it has been proved that under such conditions, with normal cleaning-plant steam pressures of 65, 70 or 75 pounds, the fabric being finished is subjected to temperatures of over 300° F. directly beneath the steam ports and to temperatures of less than 200° in the areas between the ports.

Moisture-content indicators likewise prove that the areas immediately beneath the ports contain no moisture and are subjected to excessive drying, whereas the areas surrounding the port openings receive considerable moisture.

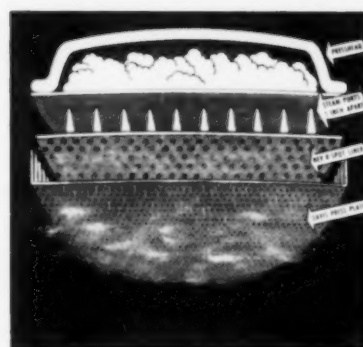
The fabrics being finished with a copper screen or woven liner inside the grid plate thus are subjected to a checker-board pattern of hot, dry steam alternating with cool, moist steam.

NEV-R-SPOT LINER CORRECTS THOSE FAULTS OF DISTRIBUTION OF STEAM, HEAT AND MOISTURE ON PRESSES

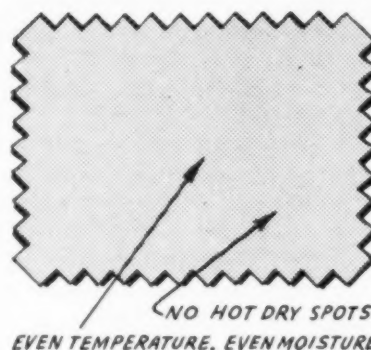
When a Davis Nev-R-Spot Liner is used between presshead and grid plate, the high-temperature pressurized jets of steam shooting from the presshead ports are diverted in a lateral direction... their velocity is reduced by the liner and they issue through the grid plate in the form of a gentle fog of saturated steam.

Scientific temperature-measuring devices prove that at standard steam pressures of 65, 70 or 75 pounds, on a press fitted with a Nev-R-Spot Liner, the fabric being finished is subjected to steam at a uniform temperature of about 225° (at normal operation) over the entire pressing surface. Moisture-content indicators prove that the fabric receives a uniform amount of moisture over the whole pressing area.

TOO WET AND COOL (UNDER 200°)
TOO DRY AND HOT (OVER 300°)



Jets of steam from presshead hit Nev-R-Spot Liner and are converted to soft blanket of gentle steam with even heat and even moisture. Fabric (below) gets equal finishing of every fiber with no steam marks and less hazard of shine.



There is more effective utilization of the heat and moisture in the steam when a Nev-R-Spot Liner is used instead of a copper screen or woven liner. This is because the heat and moisture of the steam are deposited in the garment where they're needed rather than into the lower padding where they're wasted.

Woolens, silks, cottons and other fabrics made from natural fibers must have uniform moisture and heat conditioning. Fabrics fashioned from the new "man-made" fibers—such as Dacron, Orlon, Dynel, Acetate, Acrilan and Vicara—must have uniform, moderate heat conditioning. Both the natural and the synthetic fabrics, therefore, receive proper steam treatment *only* when a Nev-R-Spot Liner is used inside a press plate which has maximum perforations to allow the steam to reach all fibers of the garment, and which has a pressing surface that does not flatten and deaden the fibers.

The Davis Press Plate, which has six times more perforations than any other plate, provides six times faster steaming. And its exclusive (patented) "Fabric-Renewing" surface lifts the nap as it presses.

In the scientific pressing test described above, it was proved that while the Nev-R-Spot Liner improved steam quality with any grid plate, 100% pressing satisfaction was possible only with a combination of Nev-R-Spot Liner and a Davis Press Plate.

"Miracle" fabrics need MIRACLE FINISHING!

DACRON

WOOL

DACRON or ORLON
with NATURAL FIBERS

SILK

ACRILAN

VICARA

ORLON

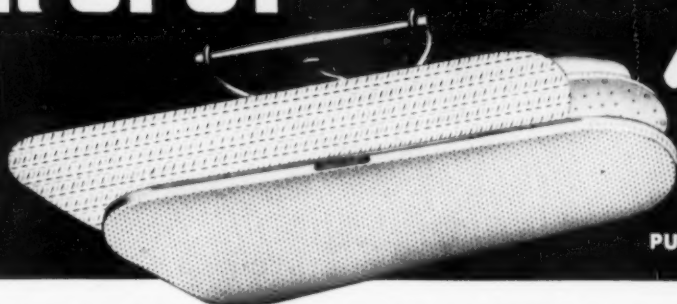
NYLON

it's yours *Only* with the Davis

NEV-R-SPOT

Steam-Conditioning Liner Plate

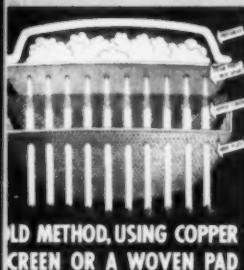
JUST PLACE
BETWEEN PRESSHEAD
AND GRID PLATE



Positively PREVENTS
STEAM-JET ACTION THAT
PUTS "HOT SPOTS" ON GARMENTS

CONVERTS HOT, DRY STEAM JETS INTO SOFT BLANKET OF FABRIC-REFRESHING STEAM
WITH SAFE, UNIFORM TEMPERATURE AND MOISTURE—OVER ENTIRE PRESSING AREA

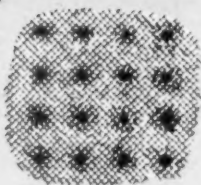
HERE IS WHY YOU GET STEAM
MARKS...SHINE...HARSH FINISHING



High-pressure steam shoots in jets from presshead ports... drives on through copper screen or a woven liner, and on through grid plate, then hits garment with full force and leaves steam spots inch apart. Steam has no chance to soften the fabric.

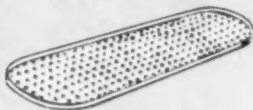
LOOK

at the
presshead marks
in your present
liner screen



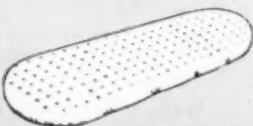
LOOK

inside your
grid plate where
steam from the
presshead has
gone through
screen



LOOK

at the
steam marks on
your buck cover



THE GARMENTS YOU FINISH GET
MARKED, TOO! THAT'S WHY YOU
NEED THE NEV-R-SPOT LINER

ENDS STEAM MARKS FOREVER

Garments made from Dacron, Orlon, etc. (called "miracle" fabrics in the textile industry), now are swamping cleaning plants. These heat-sensitive fabrics can be damaged beyond repair unless your presses are equipped with the sensational new Davis steam-conditioning Nev-R-Spot Liner Plate. Its thousands of tiny canopied openings spread steam sideways over the entire inside surface of the grid plate to caress each fiber of the fabric. Heat and moisture are made safe, uniform. Now, for the first time in cleaning history, even novice pressers can handle difficult fabrics easily, without steam marks, because steam comes through softly, gently, with least hazard of shine. Garments receive firm, well-set finishing without a "pressed" look...the fabrics stay "alive"...feel like new. Nev-R-Spot Liners are available now for all dry cleaning presses.



DAVIS NEV-R-SPOT LINER
SPRAYS STEAM SIDEWAYS!

HEAT, MOISTURE AND VELOCITY
OF THE STEAM ARE UNIFORM

Jets of steam from presshead hit the Nev-R-Spot Liner and are forced sideways through Liner's thousands of tiny canopied openings. The steam spreads like a blanket inside the grid plate, then issues evenly, gently, at uniform pressure and temperature, through the grid plate's perforations. Steam's moisture is evenly distributed to every fiber. Steam marks are banished.

FOR 100% PRESSING SATISFACTION

You need BOTH!

Davis NEV-R-SPOT Liner Plate
Davis Fabric-Renewing Press Plate

	NEV-R-SPOT LINERS	DAVIS PRESS PLATES
38 to 46 inch models.....	\$10.95	\$14.85
47 to 54 inch models.....	13.95	19.25
Mushroom models.....	8.95	11.00

ORDER FROM YOUR SUPPLIER...HE IS OUR DISTRIBUTOR

© DSI

Davis SPECIALTIES, Inc., CHICAGO 24, ILLINOIS
MANUFACTURERS OF DAVIS PRESS PLATES

PATENTED AND
PATENT PENDING

FASTEST HANDLING METHOD CUTS COST 50%—PAYS FOR ITSELF

SAVE LABOR:

SAVE TIME:

SAVE SPACE:

SAVE MONEY:

Employees do less walking, reaching, stooping
...are less fatigued... produce more, faster

By eliminating wasted motions and steps, every
minute is utilized for actual production.

More production per operator and per foot of
floor space means lower costs and more profit!



**BISHOP
CLOTHES CARTS**

Cut handling from tumblers
to spotters to finishers; save
space, reduce fatigue. Each
cart holds up to 150 lbs.
B2-100 \$33.75



**BISHOP
CLEANERS
SORTING
REEL**

Automatic assembly, twice
as fast in half space. Saves
25 miles of walking daily.
Holds 350 dresses or 200
suits. B12-50 \$111.00



**BISHOP
BAG-O-TEER**

Combined bagger, desk
and rack for 3 sizes of
bags. Fast, efficient, easy
bagging in 1 square yard
of space. B30-1 \$84.75

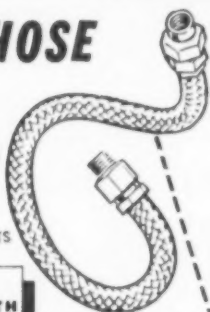
G. H. BISHOP CO. CHICAGO

Order Now FROM YOUR SUPPLIER

**DAVIS HOSE
LASTS
LONGER**

NO BRAZING...
NO PACKING...
NO LEAKY JOINTS

**EXCLUSIVE
MIRROR-SMOOTH
MACHINED SEAT
Seals instantly
AND PREVENTS
LEAKS**



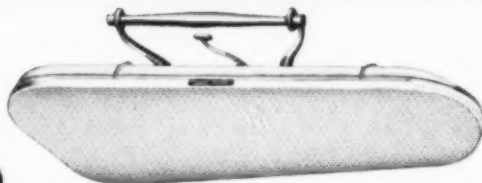
MF 22 fits all sizes
HOFFMAN presses
\$5.00 ea.

Other sizes to
fit all makes and
models of presses

Makes your old press
finish like a new one
because IT LIFTS THE
NAP AS IT PRESSES!

Fabric

Have a Davis Plate on Every
Press and another in reserve



**renewing
DAVIS PRESS PLATE**

Hoffman XCO5, XCO7, Pantex 45,
New York 42, Butler 40, 42, 45 and
other 36" to 46" models. \$14.85
Mushroom models. . . . \$11.00
47" to 54" models. . . . \$19.25

Davis® SPECIALTIES, INC. CHICAGO **Order Now FROM YOUR SUPPLIER**

20% More Finishing—10 Times Easier

with 50%
LESS
FATIGUE

**Dryco Matic
THUMB-OPERATED
STEAM-ELECTRIC IRON**

**Eliminates
Foot Pedal
Fumbling**

No Tiresome Reaching for Foot Pedals
Feather-touch, Effortless Operation
NO HEAT IN THE OPERATOR'S FACE
Quickly Pays for Itself Out of Savings



**America's Finest
Finishing Iron**

JUST PRESS
THUMB LIGHTLY
TO GET
INSTANT STEAM

DRYCOMATIC Thumb-
Operated Iron with cord, steam
hose, solenoid valve, Cord-A-Way
arm, pilot light and separator
MODEL 6330 3 lb. iron \$82.50
MODEL 6360, 6-lb. iron

**THE ONLY GUN WITH
ADJUSTABLE SPRAY**

REGULATE IT ACCORDING
TO WATER PRESSURE, TO
TYPE OF FABRIC AND THE
AMOUNT OF MOISTURE NEEDED

**Dryco
E-Z SQUEEZE
WATER SPRAY GUN**

- Sprays a MIST
...not a stream
- Safety
Shut-Off Valve
- More in use than
All Others Combined



SIMPLY
REACH...
SQUEEZE...
RELEASE

MODEL F GUN
Complete with 5-ft.
hose, coupling, valve
and spring. \$10.95

Dryco® CORPORATION CHICAGO 24

Order Now FROM YOUR SUPPLIER

FASTEST HANDLING METHOD KNOWN

120 SHIRTS
PER HOUR

BISHOP DRES'N'SPORT
PEDESTAL-MOUNTED
SHIRT FOLDER, MODEL
B1-32, ONLY \$299.00.
DeLuxe Cabinet Type
(illustrated) slightly higher

THESE BISHOP UNITS PAY
FOR THEMSELVES BECAUSE
THEY CUT HANDLING TIME
AND COSTS

50%

Sort Anywhere
in the Plant

Save Walking . . .
Save Space . . .
Save Labor

Let in Light
and Air

Makes Sorting
Simple and
Effortless

BISHOP SORTER-TRANSPORTERS IN 2 TYPES, 2 SIZES

For shirts: Each bin 10" wide, 15" high, 18" deep. Model B29-3 (15 bins), 54" long, 54" high, \$109.50. Model B29-20 (20 bins), 54" long, 70" high, \$124.50.

For wearing apparel: Each bin 13" wide, 15" high, 18" deep. Model B29-8 (15 bins), 69" long, 54" high, \$120.50. Model B29-21 (20 bins), 69" long, 70" high, \$131.50.

Steel rod construction on angle-iron frame with 3" Neoprene swivel wheels.

THEY GIVE YOU
MORE PRODUCTION . . .
MORE QUALITY . . .
MORE PROFITS

From folding to sorting, you turn out more work of finer quality, faster, easier and at less cost with these industry-proved BISHOP products. With a BISHOP Shirt Folding Table you can break the shirt-unit bottleneck . . . produce 120 perfectly-folded, collar-molded shirts every hour. When you have a BISHOP ShirTransport (either 50- or 100-shirt size) at each folding table, you cut out extra handling that destroys quality, wastes labor, adds to cost. As each shirt is folded, operator places it directly into the ShirTransport which, when filled, is rolled to the sorter—swiftly, safely, effortlessly. Just one laying-down, one picking-up, of every shirt. Then, for quickest sorting in least space, use BISHOP Sorter-Transporters. They eliminate dark, dirty, fixed bins . . . save miles of walking, hours of time.

BISHOP ShirTransport for 50 or 100 Shirts

Model B29-50 (50 shirts), 23" wide, 19" long, 2 sections 30½" deep hold 25 shirts per section, height 51". \$33.50 each in lots of 6; \$34.50 each in lots of 3; single unit \$35.50.

Model B29-100 (100 shirts), 45" wide, 19" long, 4 sections 30½" deep hold 25 shirts per section, height 51". \$51.50 each in lots of 6; \$52.50 each in lots of 3; single unit \$53.50.

Steel rod construction; 3" Neoprene swivel wheels. Units fold in 3 seconds to 1/5 open size for out-of-use storage.

G. H. BISHOP CO., CHICAGO.



© 1952

Order Now FROM YOUR SUPPLIER

LETTERS to the EDITOR

Cooperative Drycleaning Plants

To the Editor:

On your page of Twenty-five Years Ago [October 1952] you mention a group of press shop proprietors who started a cooperative drycleaning plant.

In 1949 we, a similar group, did the same thing. If these people are still in business will you forward the enclosed letter to them.

We are a smaller group but have succeeded in our enterprise.

MRS. ANNE POLLACK
President

Co-operative Dry Cleaners (Toronto) Ltd.
439 Coxwell Avenue
Toronto, Ontario, Canada

There are a number of cooperative drycleaning plants. Any that are interested in comparing notes may wish to write to Mrs. Pollack at the above address.—EDITOR

Twenty Years of "Charged System" Advertising

To the Editor:

In a recent issue of NATIONAL CLEANER & DYER, your October number to be exact, your lead article was most interesting to us. You may recall that in it you referred to the current interest in "charged systems," mentioning specifically that in recent years many cleaners had switched but only a few of them had taken advantage of that opportunity to advertise their improved methods to the general public.

It seems to us that in the interests of historical accuracy, we should call attention to the fact that Sanitone, which is the oldest "charged system" in continuous use, is now celebrating its twentieth anniversary. It was patented and first introduced in a plant outside of Cincinnati in February, 1932.

However, we have seldom used any technical terminology in describing how the process operates, because we have never felt it mattered much to the general consumer. Rather have we stressed the fact that Sanitone as a means of cleaning clothes was incidental to the program under which it is used by drycleaners. It is with the latter situation that I am most concerned.

The first local advertisement in which the name "Sanitone" appeared was run in Portland, Maine, by E. L. Watkins and Company in September 1932. The first national ad appeared in the *Ladies Home Journal* in February 1935.

Since that time, literally millions of lines of advertising have appeared throughout the United States and Canada, even as far away as New Zealand, stressing the advantages of the Sanitone Service being offered by customers of ours.

Even as long ago as 1939, when first we began to keep lineage records, the amount of advertising devoted to drycleaning by Sanitone licensees has exceeded 150,000 lines per month during the active advertising seasons. Remembering that there were only some 375 Sani-

tone licensees in 1939, the magnitude of their advertising is astounding.

I am sure when you wrote this article you were completely unaware of the scope of advertising coverage and the amount of lineage devoted to the first and oldest "charged system" which has enjoyed continuous use since its inception. Sanitone has been the subject of a great deal of promotional effort both on our part and that of our valued customers. I am sure they join me in this effort to keep the records straight.

L. E. FRANCIS
Advertising Manager
Emery Industries, Inc.

Cincinnati, Ohio

No Greater Praise!

To the Editor:

Lou Bellew's story on piece control system [November 1952] is very factual in its description and very well written. I could not have done better myself.

Chicago, Illinois

MORRIS CORNICK
Lake Shore Cleaners

Postscript on Dublin Truck Radio

To the Editor:

So far, we are quite satisfied that technically the two-way radio system is of great use, at least to our customers, if not to our pocket. Naturally, at this time of the year we do not expect fireworks and frankly, we deliberately chose the slack period to get the ball rolling in time for the commencement of our season which starts on St. Patrick's Day, 17th March. Meanwhile, as in all things that are new and revolutionary to this conservative part of the world, it is a matter of publicity and education.

We do not charge a premium to our customers for collection and delivery by this radio pickup service. We have been compelled to split our areas and work each section on alternate days to prevent crisscrossing our journeys. By cooperation with the controller at the transmission end we are able, to a degree, to confine a concentration of operations in one locality at a certain time of each day. If a call comes through from some other area after that section has been worked, we endeavor and generally succeed in holding the call for the following day. We appreciate that this does not always fulfill "prompt service" but with the large area that we have to cover, unless we increase our fleet—which would be too expensive at the moment—we cannot hope to cope with that estimable aim.

Our drivers are on a bonus over a quota, the quota having been established at a figure which will cover payroll and running costs of each van.

Merrion, Dublin, Eire

LOUIS SPIRO
Director, Imco Ltd.

CUT YOUR COSTS WHERE IT COUNTS MOST...

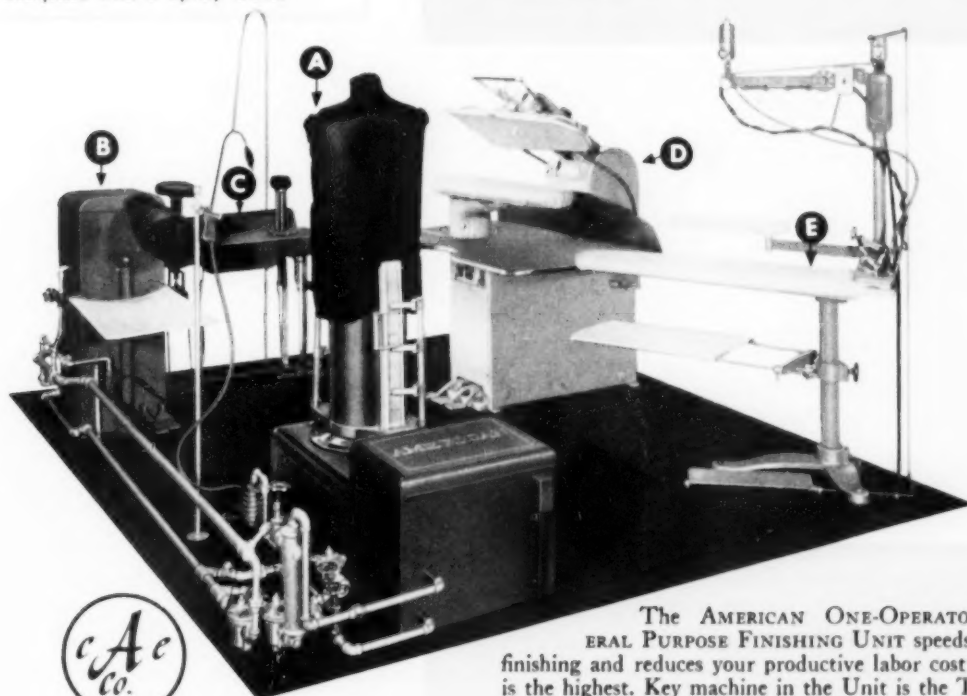
AMERICAN ONE-OPERATOR GENERAL PURPOSE FINISHING UNIT

- A—TRUFORM Steam & Air Finisher.
- B—Sleeve Finisher.
- C—Puff Iron Unit with Mushroom and Shoulder Puffers.
- D—Model U-42 ACECO Utility Press (air driven).
- E—Ironing Board with Steam Iron. Complete with 3 Spray Guns.

Industry studies show that over 43% of the productive wages in the average dry cleaning plant are paid to finishing operators. So, for biggest savings, the place to cut costs is in your finishing department.

The AMERICAN ONE-OPERATOR GENERAL PURPOSE FINISHING UNIT makes remarkable savings by reducing finishing department personnel . . . turning out finest quality work with fewer operators. Everything from plain and fancy dresses to men's and women's long and short coats are completely finished by *one operator* in the *one unit*.

There is no lost time or motions transferring garments from one operator to another . . . no time wasted waiting for work from another operator, then finding parts that need finishing. With minimum motions, the one operator completely finishes each garment without it ever leaving her hands. Responsibility is centered in *one operator*, making it possible to maintain better control of quality.



DIVISION OF THE AMERICAN
LAUNDRY MACHINERY CO.

**AMERICAN CLEANERS
EQUIPMENT CO.**
CINCINNATI 12, OHIO

The AMERICAN ONE-OPERATOR GENERAL PURPOSE FINISHING UNIT speeds up your finishing and reduces your productive labor cost where it is the highest. Key machine in the Unit is the TRUFORM Steam & Air Finisher, with quickly interchangeable Ladies' Garment, Long Coat and Short Coat Forms for fast, low-cost finishing of nearly every type of garment.

DON'T WAIT . . . INVESTIGATE the savings you can make with The AMERICAN ONE-OPERATOR GENERAL PURPOSE FINISHING UNIT. **WRITE TO-
DAY** for additional information.

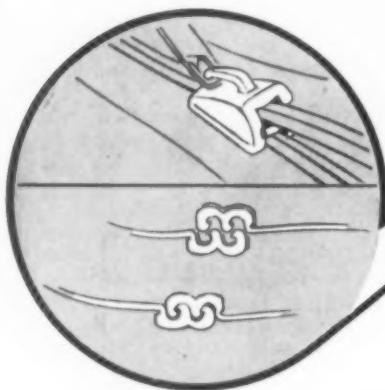
ZIP-LUXOR

TRAVEL & STORAGE BAG

NEW PLASTIC FASTENER

...positively keeps out:

- MOTHS
- MOISTURE
- DUST
- GARMENT DISCOLORING FUMES



U. S. PAT. NO. 2,590,462 - 2,558,367

JAM PROOF ZIPPER

Revolutionary in style...this wonderful-new Plastic Fastener (with no metal working parts) quickly and easily seals the **ZIP-LUXOR** Transparent Plastic Garment Storage & Travel Bag...and positively keeps out: Moths, Moisture, Dust, and Garment Discoloring Fumes.

So easy to use, it's side opening. The **ZIP-LUXOR** Bag is a "Must" for the protection of all impor-

tant Formal Garments, Treasured Wedding Gowns, Fur Coats and Capes...and is a splendid protection for finer garments...including ladies' dresses, and men's and ladies' suits.

It is indispensable for Travel Purposes.

Be the first in your community to offer this "much desired"—easy to use—protection for your customers' better garments!

Available through your distributor

RASSENFOSS BAG COMPANY • GLENVIEW, ILLINOIS

1ST

**put all garments
to be wet cleaned
into the RSR bath**

*It's the surest way to loosen
all spots and stains in one treatment . . .*

*It's the surest way to avoid
costly, time-consuming hand labor
and risky, hard scrubbing . . .*

*It's the surest way to make the
wet cleaning operation pay a profit!*

*RSR costs you only
a few negligible pennies . . .
less than 3 cents a gallon . . .
because you get 141 gallons
of digesting solution from a pound
of the new, extra-strength RSR!*

NOTE Digestion in the RSR bath prior to wet cleaning is particularly advantageous in plants using the strong soap solution, as those spots remaining will probably be hard-set and tenacious. Unless those stains have been loosened by RSR, a dangerous amount of hard, hand scrubbing may be necessary to remove them.



WALLERSTEIN COMPANY, INC.
180 Madison Avenue, New York 16, N. Y.

All
business
is
specialized



...and nothing specializes on your business like your business paper

Here's a profit-wise peddler; he picks his corner, not for crowds but for customers. His business is *specialized*. Like yours.

One thing about specializing is the time it saves. Take your business reading. Where else could you find, fast, the vast flood of specific facts, the up-to-the-minute information about new products, materials and methods to keep you posted on your particular field? Much of what you want isn't published *anywhere* else except in this business paper of yours. Its business is to specialize in *your* business . . . to gather, sort out, report and interpret the facts you need.

What's more . . . look at the ads. It may be news to you, but advertisers are spending over \$300,000,000 this

year to report on their products and services in specialized business papers. Your share of that investment is here, in the pages of this paper of yours. Nowhere else can you find such a complete and factful source of everything you need. Time saver? It can be a job saver, a profit saver, a life saver! Read it thoroughly—cover to cover . . . and put it to work!

This business paper in your hand has a plus for you, because it's a member of the Associated Business Publications. It's a paid circulation paper that must earn its readership by its quality . . . And it's one of a leadership group of business papers that work together to add new values, new usefulness, new ways to make the time you give to your business paper still more profitable time.

Special facts for special drycleaners

For the progressive drycleaner, who wants to do a better job tomorrow than he did today, who is concerned with better service, better quality, better management, bigger sales and bigger profits—a special job of reporting the newest trends and developments, to meet your own special needs, every month in

The NATIONAL CLEANER & DYER

FIRST IN THE DRYCLEANING INDUSTRY SINCE 1910

One of a series of advertisements prepared by THE ASSOCIATED BUSINESS PUBLICATIONS

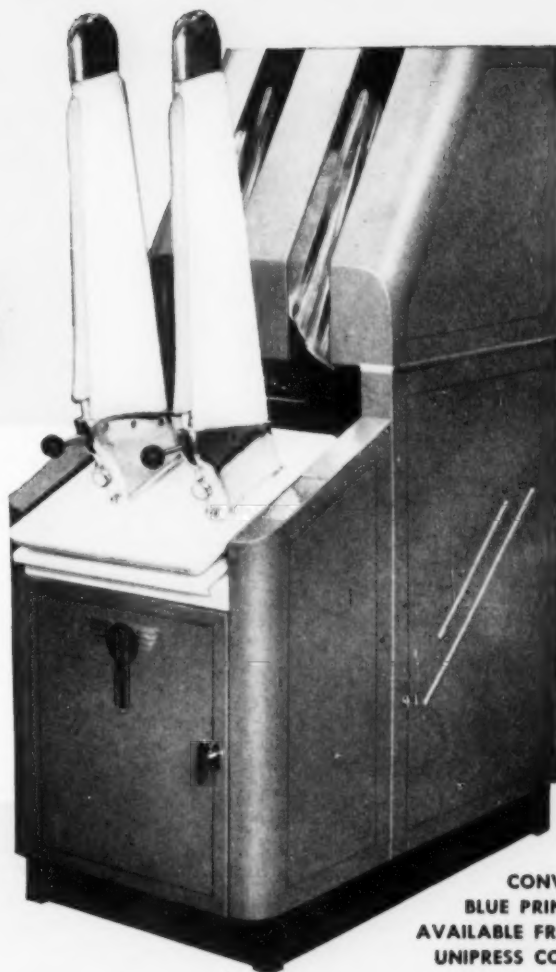


Convert...

your present shirt units with the AUTOMATIC **UNIPRESS** ONE LAY SLEEVER

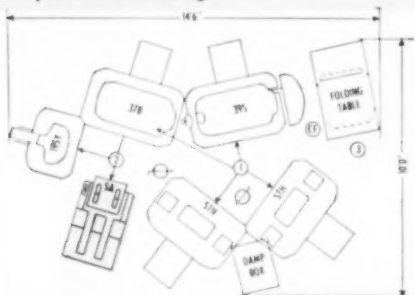
Perfectly finish
two shirt sleeves
in one, fast, easy lay

Amazing increase in production



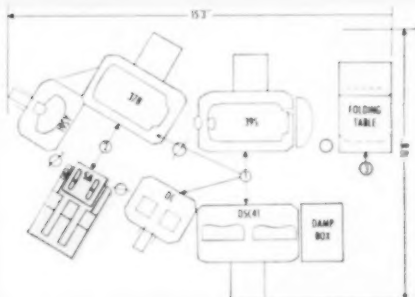
CONVERSION
BLUE PRINTS ARE
AVAILABLE FROM THE
UNIPRESS COMPANY

Here's how...the UNIPRESS AUTOMATIC ONE LAY SLEEVER can increase the efficiency and production of any shirt finishing unit you are now using.



The above floor plan shows how two 2-girl-4-press units have been converted into a 3-girl unit using the UNIPRESS AUTOMATIC ONE LAY SLEEVER.

Note the converted drawing uses 2 triple heads. This is recommended only when steam pressure is low. Two triple heads, with operator alternating lays, allows for longer drying time... OTHERWISE ONE TRIPLE HEAD MAY BE USED.



In this plan the installation of the UNIPRESS SLEEVER has converted a typical 4-girl unit into a 3-girl unit. You get as many, if not more, quality shirts per operator, per hour with 3 girls than you did with 4.



MAXIMUM EFFICIENCY—in only one, fast, easy UNIPRESS lay, both sleeves of a shirt are perfectly finished—in a matter of seconds—cuts finishing time up to 75%.



FINER QUALITY—sleeves are beautifully ironed to a soft, satiny smoothness—typical UNIPRESS superiority.



INCREASED QUANTITY—both sleeves of 165 shirts can be finished by one operator in one hour when the UNIPRESS sleever is used alone—an amazing new high in production.



GREATER ECONOMY—the UNIPRESS SLEEVER will fit into and greatly increase the production of *any* shirt finishing unit. Installation automatically converts a 4-girl unit or two 2-girl units into a 3-girl unit—production and quality will be higher.



LOWER MAINTENANCE—Typical UNIPRESS engineering and design assures continuous service—longer life. There are fewer moving parts, no solenoid valves, no electrical contacts to demand constant repair and service.

Visit us in Booths 301-304, 5, 6, 7, 8, at the
NICD Convention in Cleveland, February 13-15.

Manufacturers of Laundry Power Presses and Equipment
The UNIPRESS Company
2800 LYNDAL AVENUE SOUTH • MINNEAPOLIS

SIGNS of the TIMES

DEFENSE DATA

Local Price Stabilization Boards have been established in several cities and will be set up in many others in the near future, the OPS has announced. Each board will consist of at least five members: two representing consumers, two business, and one the general public interest. The boards will be advisory, but OPS district directors are supposed to follow their recommendations if they are within the law and in line with national policy.

The activities of these local boards will include hearings on price violation complaints, applications for price increases and for new prices in the retail and service fields, exemptions for small businesses, and similar functions.

A cross reference sheet prepared by the Wage Stabilization Board answers questions previously handled by Wage-Hour field offices. The form (504) is obtainable from WSB field offices or from the Wage Stabilization Board, Federal Security Building, South, Washington, D. C.

The WSB has also announced a simplification of its Form 100 for filing petitions for adjustments in wages, salaries and other compensation. Petitions concerning sick leave, health, welfare, pension and profit-sharing plans require separate forms, which must be filed with WSB in Washington.

During 1952 and 1953 increases in commission earnings will be permitted up to 15 percent of total commission payments to the employee during 1950.

Wages under \$1 an hour have been decontrolled under General Wage Regulation 22. This applies not only to hourly wages but to those of salaried employees and those paid on a piece, incentive or similar basis.

Increased prices for drycleaning services supplied by drycleaning establishments and power laundries in the Milwaukee area have been authorized by the Service Trades Branch of OPS. The increases allowed are 5 cents for wholesale and 10 cents for retail drycleaning of suits, dresses, ladies' coats and topcoats. The permission was based on the drycleaners' petition citing increased costs of materials and labor.

A price increase for drycleaning services has also been granted in the Chicago area.

The new director of the Service Equipment Division of NPA is James L. Oliver, who has been with NPA since April 1951. He succeeds Cameron B. Lynham. The Service Equipment Division includes in its jurisdiction commercial drycleaning and laundry machinery, as well as office machinery, automatic vendors and so on.

#

Returns for Self-Employed: The Social Security Administration reminds self-employed individuals that the report of their earned net income in 1952 is due between January 1 and March 15, 1953. The agency reports that a great many of the returns made out by the self-employed last year were not complete, and will therefore cause delays in crediting of 1952 income. It is important to include the Social Security number, obtaining

one if necessary, and to identify clearly the nature of the business.

The Social Security report is to be made on combined schedule C and Ca, which is filed with Form 1040. The amount of the tax for 1952 is $2\frac{1}{4}$ percent of net earnings from \$400 to \$3,600 a year. Those who file are advised to make the returns in duplicate, keeping a copy for future reference.

#

New Management Aids: The Small Defense Plants Administration has issued No. 15 in its series of Management Aids for Small Business. The second of a series on important types of business insurance, No. 15 takes up workmen's compensation insurance and accident and health insurance.

"Methods Engineering for the Small Plant" is the title of No. 16. This folder defines methods engineering and its application in small plants, and suggests the proper approach, its uses in establishing wage incentives and improved production.

Copies of either Management Aid may be obtained free from field offices of the Small Defense Plants Administration or the U. S. Department of Commerce, or by writing to the former at Washington 25, D. C.

#

Sales Tax Change in Illinois: The Illinois 2 percent retail sales tax will in the future be collected from a group of service industries formerly exempt, it was announced by the state director of revenue. Under the new regulations, which went into effect December 13, the sales tax will apply to persons engaged in service occupations and who transfer the property of others in connection with giving service. For example, the tax will be levied on sales of hangers and bags to drycleaners and launderers for use in returning garments.

#

Toronto Approves Licensing: At a special meeting of the property committee of the city council of Toronto, Canada, with representatives of the local drycleaning industry, it was decided that the city should take advantage of legislation enacted in 1940 to permit licensing and inspection of drycleaning establishments.

The demand for licensing originated in the drycleaning industry, which is seeking to protect the reputation of the legitimate firms against fly-by-night operators. Some of the latter have been opening stores for several months, then vanishing with the garments, or operating from trucks and not returning clothes received. Also, it was pointed out, some shops are set up in firetraps which are not insurable, with resulting loss to the public and ill will for the entire drycleaning industry.

#

Cleaners Make Safe-Driving Records: The commercial vehicle section of the Safety Council, South Bend (Ind.) Association of Commerce, recently announced the local fleet operators who had established perfect no-accident records for the three months ending September 30. In the retail delivery group, four of five no-accident op-

MOTH SEAL

means

MORE SALES!

DE LUXE



STANDARD

Double Protection!

1. *Proper Cleaning.* Thorough dry cleaning completely destroys moths, larvae and infestation in garments, thus assuring a longer and more satisfactory life.
2. *Safe Storage.* When garments are sealed in Moth Seal bags immediately after cleaning, they are protected against soil, fading and damage until the bags are opened.

Learn how Moth Seal means More Sales!

Lincoln Bag Company, Inc.

Para-Lux Products Company

4200 WEST SCHUBERT AVENUE • CHICAGO 39, ILLINOIS

erators were in the drycleaning and laundry industry. They were Northside Cleaners, Sunnymede Cleaners, Davies Laundry & Cleaning Company and Superior Laundry Company.

##

Public Service by Drycleaners: A new community service has been set up in Indianapolis, Ind., by five drycleaning and laundry companies. The five firms have established a room in a centrally located building for the free use of nonprofit and civic organizations in holding meetings or programs.

The meeting place is equipped with a kitchen, card tables and chairs, a small stage and microphone, a film projector and screen, and other facilities. The building in which it is located also has ample parking space.

The businesses cooperating in the venture are Gregg Cleaners, Swiss Cleaners, Progress Laundry, Sterling Laundry and Tiffany Laundry.

Four thousand pieces of clothing for victims of a recent fire disaster at East St. Louis, Ill., were donated by George Marifian, proprietor of the Broadway and Prompt Cleaners.

The Community Chest of Regina, Sask., Can., was aided by a donation of \$83 from the staff of West End Cleaners. In Clarkston, Idaho, Taylor's Cleaners contributed \$50 to the Red Feather Red Cross Fund drive.

##

Progress on Colorfastness Tests: Textile specialists of six countries, including the United States, took part in a three-day conference in New York on the develop-

ment of international test methods for textile colorfastness.

Agreement was reached on the general principles of the tests and on specific test procedures of two types—those pertaining to colorfastness to processing treatments and those pertaining to fastness to use conditions. According to the chairman of the meeting, Dr. William D. Appel of the National Bureau of Standards, completion of the standards and final agreement should be reached within a year.

##

Johnson on Standards Committee: At a recent election of officers of the Consumer Goods Committee of the American Standards Association, Albert E. Johnson, director of trade relations for the National Institute of Cleaning and Dyeing, was chosen third vice president. This group controls all technical committees of the ASA in the textile field.

##

Truck-Show Tickets: Tax-free admission tickets to the third annual National Transport Vehicle Show and Fleet Maintenance Exposition, to be held in New York City the last week in February, are available to any company which operates its own trucks. Requests for tickets, accompanied by a stamped return envelope, should be addressed to Registration Desk, Automotive Transport Trades Council, 5 Columbus Circle, New York 19, N. Y.

##

Cleaner Educates Rotary: Speaking before his local Rotary Club, drycleaner Paul Schause of Tillsonburg, Ontario, Canada, described the history, procedures and importance of the drycleaning industry.

"It's in the Book"

an answer to
the question:
"SHOULD I GO INTO
THE FUR AND
GARMENT STORAGE
BUSINESS?"



Not so long ago most all of the coats and woollens of a community that were stored for summer months went into a few large vaults. Time has brought many changes: A great increase in population, more homes, and far more fur coats per thousand of population. Apartments and home units are small, closet space restricted, so the custom of periodic storage of both winter and summer garments is rapidly gaining in favor. This means profit opportunity for laundry and dry cleaners who have even limited space that can be converted to this use.

"Changing Space into Profit" gives you the Pros and Cons. It is a frank review of possibilities and requirements. It is your answer to whether or not you should be in the fur and garment storage business. Send for your free copy today.

WALTER HAERTEL COMPANY

2840 Fourth Ave., So.
Minneapolis 8, Minn.

Walter Haertel Company, 2840 4th Ave., So., Minneapolis 8, Minn.

Send us for free "It's In The Book"

Name

Address

City State

...NEW FREE BOOKLET Helps Boost Dry Cleaning Sales



Here's a practical, tested plan designed to do a real selling job for you. It shows you step by step the easy, profitable way to increase your volume . . . boost your net profit . . . quickly, economically. And it's free for the asking.

You'll see how to increase your sales and distribute your work-load over a longer period of time—how to lift the valleys nearer the peaks in your sales curve.

Proof? Fellow dry cleaners from Maine to California have tested this Seasonal Selling Plan—and proved it works for them. It can work for you, too!

Send for your FREE copy today, and discover the advantages of this quick, effective way to Boost Your Dry Cleaning Sales in '53!



UNIVERSAL MATCH CORPORATION

Serving the Nation and Its Business

General Offices: St. Louis 3, Mo. • Sales Offices in Principal Cities

• • • • •
• **UNIVERSAL MATCH CORPORATION**
• 1501 Locust Street
• St. Louis 3, Missouri

• Gentlemen:

• Please send me a copy of your booklet, "How to Increase your Dry Cleaning Sales with Universal's Seasonal Selling Plan." I understand the booklet is free and there is no obligation.

•

• Name

• Firm Name

• Street Address

• City & State

Some of the answers to
Sec's Appeal!



Two decades of research has enabled SEC to produce and perfect scores of important features in the field of synthetic drycleaning. Many have been copied, but to this day, no other equipment on the market can match all of SEC's features and values.

Just drop us a line for your copy of the Complete SEC Story.

SEC CLEANING SYSTEMS

SEC's Speedy Extraction

Fastest on the market . . . 900 rpm. Reduces operating time and solvent costs. Absolutely no vibration. No special foundations necessary.

SEC's Turbulent Agitation

Garments completely submerged at all times for faster, more thorough cleaning. Washing and extraction performed in same unit.

SEC's Purification System

Changes solvent every minute while washing with a minimum of redeposition. Run 2 to 3 times as many loads between changes.

SEC's Filter Pump

Trouble-free centrifugal, packless filter pump for high speed volume solvent delivery. Better circulation for better cleaning.

SEC-o-miser Recovery

Dries, fluffs and deodorizes. Doors at each end to allow straight-through loading and unloading. Unusually high solvent recovery. Handles up to 30 lbs. per load.

SEC's Automatic Operation

Variable operation time. No weighing of loads. Just set timer-clocks and walk away. Tub fills, washes, drains and extracts . . . all automatically.

Among the Many Other Features

Distillation—Batch or Continuous
55% Larger Solvent Storage
Manually Operated Soap Valves
Up to 100 lbs. per hour Capacity
Everything in One Compact Unit
Famous Dependable SEC Service
Practical Budget-Purchase Plan

WRITE FOR ALL THE OTHER FEATURES



Model AHR

One of the many SEC models available

Sec-o-matic Corporation, 55 LaFrance Avenue, Bloomfield, N. J.
A General Precision Equipment Corporation Subsidiary

Another Big *Resillo* "First"!



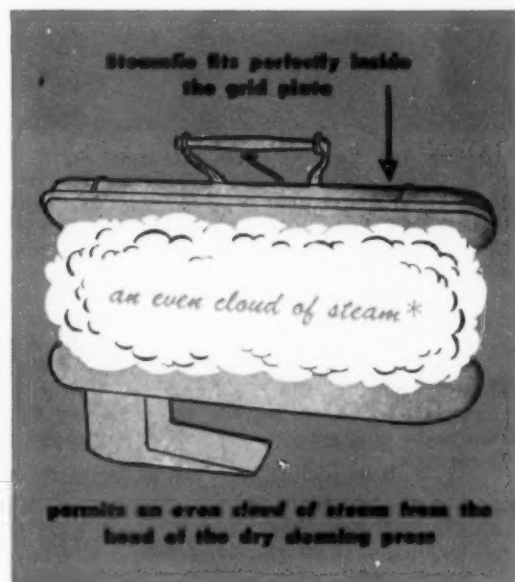
Completely Solves **STEAM FLOW PROBLEM** on Dry Cleaning Presses!

Thousands of Steamflo Pads now in use all over the U.S. prove these statements:

1. **FINER FINISHING**—no garment "shine".
2. **FASTER PRESSING**—no more continuous steaming.
3. **LONGER LASTING**—rugged, resilient, stainless metal mesh construction.
4. **MONEY SAVING**—outlasts anything now used.
5. **STEAMFLO PADS** are made to perfectly fit inside the grid plate on the head of all makes and models of dry cleaning presses.

for \$
41" to 45"
Gen. Utility
Presses **6.95** each
other sizes priced proportionately

Ask your Resillo Jobber now about the new Steamflo for the upper bucks of dry cleaning presses.



Resillo

WORLD'S LARGEST EXCLUSIVE
MANUFACTURERS OF METAL

PRESS PADS

RESILLO COMPANY • 2328 WEST NELSON STREET • CHICAGO 18, ILLINOIS

BUSINESS BUILDERS

Face Lifting Brings Sales



A traditional factory-type building has been the home of the Arlington Dye Works, Inc., in Arlington, Massachusetts, for many years. It is a long brick building with many faceless windows staring over the roofs of passing automobiles. Until this year a brown stairway of many steps led up to a plain door in the center of the building. Few of the many people passing the plant twice a day knew there was a plant "store" inside.

Jack Berberian decided he was missing too much business out of all that traffic, so he built the modern all-glass front shown on this page. Behind the glass front is the neat modern store illustrated in the second photograph.

Aided by a little newspaper advertising, the effect was terrific. Formerly work had been only trickling into the call office. Now two girls spend most of their time in the new store. The volume has already outgrown the storage space allotted to the new call office, and Mr. Berberian and his son, Paul, are planning to arrange the extra rackage necessary.

Testing Premium Plans

Testing premium plans can prevent headaches, according to George Scholes of Kent's Cleaners, Hamilton, Ontario. The Canadian firm, which has 23 outlets, learned this recently when it tested a program to give away glass tumblers with each garment order or with

every three shirts. Tumblers cost the firm 7 cents each.

Rather than endanger the success of the plan by putting it to work in all stores without knowing what to expect, two representative outlets were chosen as "guinea pigs."

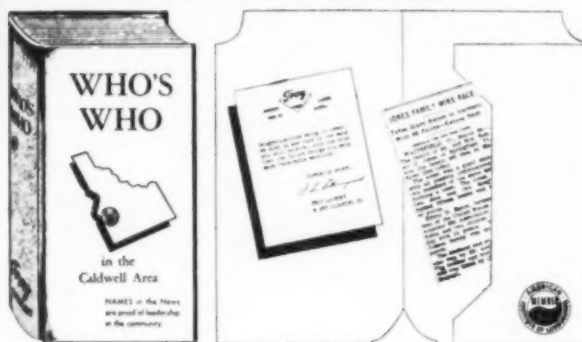
Ads announcing the plan were placed in two neighborhood papers three days before the program went into effect. This was done to attract as little attention as possible outside of the immediate areas of the stores participating in the plan.

Results? Scholes said 5,000 tumblers were given out in about one month in return for a 30 percent increase in volume. The plan seems to encourage much word-of-mouth advertising, also.

From the test run, Kent's discovered a "defect" which will be remedied when the plan goes into effect throughout the chain. Originally, customers were told they would receive the tumblers when the garment was picked up. This was a mistake, Mr. Scholes said. Kent's soon realized that since some people are not prompt in calling for garments, it was necessary to keep tumblers on hand indefinitely.

Because of this trial-and-error plan, Kent's will give the customers the tumblers on receipt of an order, and advertise that the offer is limited. This is expected to avoid trouble with customers and keep the cost of the plan under control.

Who's Who Wins Accounts



Congratulations on achievements of local residents have been a real business builder for Troy Laundry & Dry Cleaning Co. of Caldwell, Idaho. Operator Fran Bloomquist got the idea in another city when he won a golf tournament, and the next day received from his grocer the news clipping tucked in a "Who's Who" folder.

Adopting the same idea for Troy, Mr. Bloomquist had folders made up like the one illustrated. His book-keeper goes through the local paper every day, clipping likely items and pictures to mail to the persons mentioned. The weekday paper will produce from 6 to 10 clippings and around 30 come in from the Sunday edition.

Mr. Bloomquist reports the most favorable reaction Troy has received from any advertising idea. The plant gets a dozen or more calls of appreciation every week, with many new accounts directly traceable to the Who's Who mailings.

HOYT

Better-Built

EQUIPMENT



SOLVO-MISER

The Solvo-Miser reclaims between 90 and 95% of your solvent.

It pays for itself in less than a year.

Production is doubled, even tripled, when used with a closed type synthetic cleaning machine.

Increases capacity.

Complete expulsion of fumes through efficient deodorizing system.

Condenser box made of stainless steel.

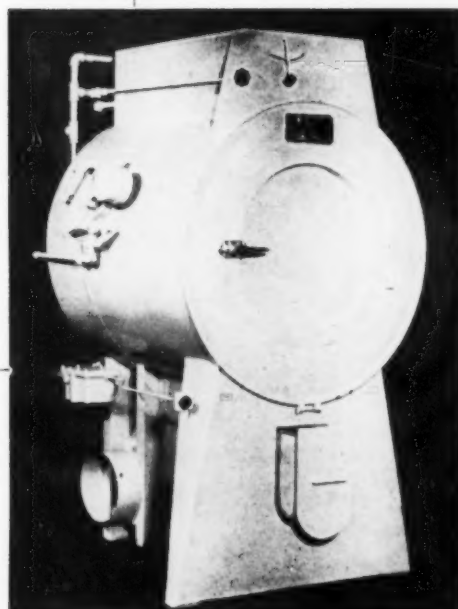
Model A—capacity 20 lbs. dry wght.....\$1095

Model B—capacity 30 lbs. dry wght.....\$1195

Model C—capacity 40 lbs. dry wght.....\$1295

HOYT MFG. CORP.

Fall River, Mass.



TUMBLERS

with BUILT-IN LINT TRAP

- NO EXTRA CHARGE
- QUICK AND EASY CLEANING
- NO COSTLY INSTALLATION
- FULL USE OF HEAT AT ALL TIMES

PLUS

Cylinder V Belt driven through Reducer by individual motor.

Fan directly motorized permitting it to exhaust while loading and unloading.

LAUNDRY AND DRYCLEANING TUMBLERS

Sizes: 36" x 18" 36" x 24" 36" x 30"

Steam Tumbler starts at \$405.00 Drycleaning starts at \$455.00

Visit our Booth at the N.I.C.D. Convention

HOYT MFG. CORP.
Forge Road, Westport, Mass.

Gentlemen:

We are interested in—Complete literature ☐
A representative ☐

Firm

Address

City

Name

HILD EQUIPMENT

for Rug, Carpet and Upholstery Cleaning

HILD Shower-Feed Rug & Carpet SHAMPOO MACHINES



Only HILD has the patented SHOWER-FEED BRUSH

Available in the three types pictured here . . . all for use with the patented HILD Shower-feed Brush. Shower-feed shampooing greatly improves workmanship, and at the same time cuts soap costs as much as one-third! Shampoo solution is fed to the back of the Shower-feed Brush . . . then passes through holes penetrating the brush back between each row of bristles. Every square inch gets the same amount of solution and shampoo action . . . just enough for thorough cleansing with no waste.

HILD Machines are designed with many time and trouble saving features like the HILD Safety Switch and handles adjustable to operator's height. Their sturdy dependability has been proved in-use over 25 years.

HILD Portable-tank type Shower-feed Shampoo Machine carries 3 gallons shampoo solution in tank on adjustable handle. Ideal for on-location work.

HILD Combination Shower-feed Shampoo Machine for use anywhere . . . in the plant or on location. Adjustable handle.

HILD Plant-type Shower-feed Shampoo Machine connects through one hose to overhead soap storage tank, and through other hose to rinse water supply. Both soap and water are constantly "on tap" . . . controlled by 3-way cock in adjustable handle.

HILD Portable RUG BEATER

A highly efficient, low cost rug beater. Beats 9 x 12 rug in 5 to 10 minutes. Twenty-three sturdy straps attached to rotating shaft deliver over 20,000 "beats" per minute. Vacuum dust collector. Handle adjustable to operator's height.



HILD All-Auto-Matik UPHOLSTERY Shampoo Machine

No more hand scrubbing . . . no more hand pumping! Electric power takes the place of "elbow-grease." Motor-driven applicator brush weighs only 5½ pounds. Flow of solution controlled by self-closing valve operated by either right or left hand. Shampoo solution is fed through 20-foot plastic hose to brush under air pressure automatically maintained by built-in compressor.



See it in Action
at **BOOTH**
129-130
NIDC CONVENTION
Cleveland, Ohio,
February 13-15

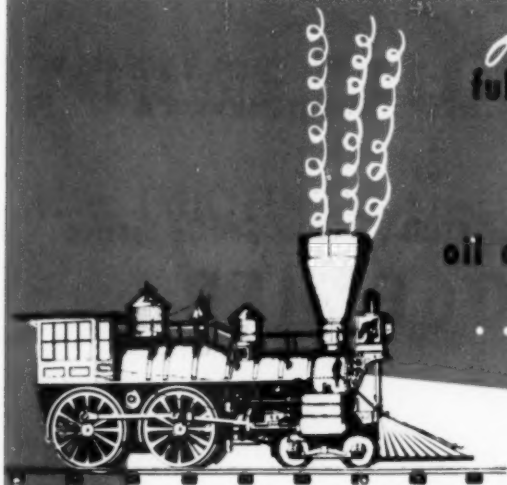
HILD Wet-and-Dry Heavy-Duty Portable VACUUMS

No filter to change, no "preliminaries" to remember when switching back and forth between dry vacuuming and wet pick-up work. Moisture or dust in the vacuum air stream can cause no damage to the specially designed HILD Bi-Pass Motor. The HILD Vacuum is ideal for on-location carpet and upholstery shampooing. Plants with stationary vacuum systems use the HILD Vacuum as a "stand-by" during peak seasons. Also performs scores of plant clean-up jobs. Two sizes . . . 10 and 40 gallon liquid capacity.



COME and SEE US WHEN IN CHICAGO
Inspect our modern factory and demonstration rooms only one mile west of the "Loop."
HILD FLOOR MACHINE CO.
740 W. Washington Blvd.,
Chicago 6, Ill.





dry

full steam ahead for you with a

COLUMBIA HRT*

oil or gas fired boiler

... thanks to greater heating surface

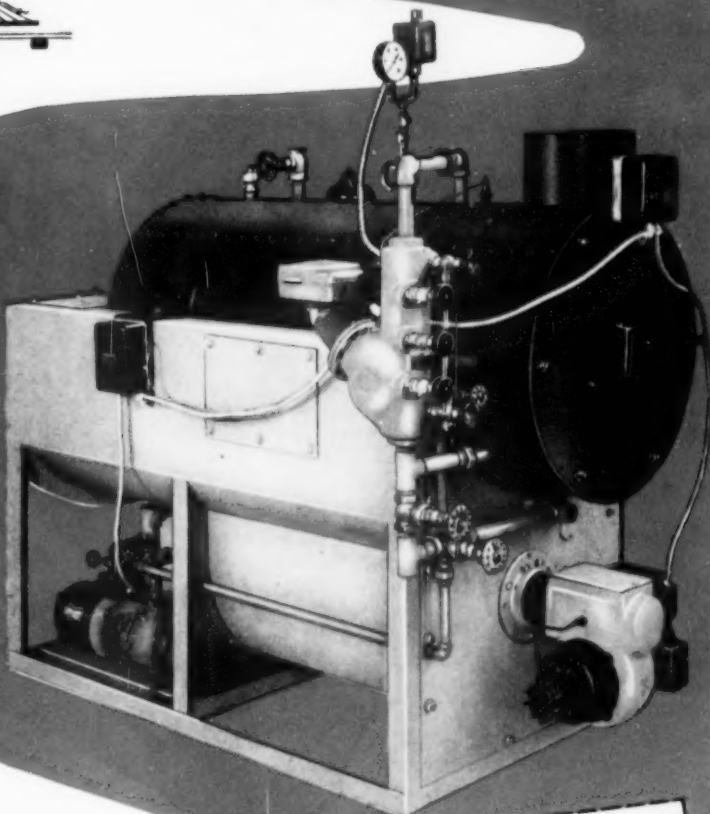
Steam a-plenty ... and drier, hotter steam! The Columbia HRT* Oil or Gas Fired Boiler actually has a larger heating surface than most boilers of the same rating. Result ... a much higher steam output!

This is just one of ten effective cost-cutting features that are yours with Columbia.

No time like now to take the first step toward reducing your overhead costs. Get all the facts on Columbia's new HRT* Oil or Gas Fired Boiler — learn how it can deliver for you more steam per dollar invested, more steam per dollar spent for fuel. Clip and mail the coupon today!

**10 big features—
yours with COLUMBIA!**

- 1 Larger combustion chamber permits overfiring.
- 2 Easy access to the single bank of tubes from front and back.
- 3 Two-pass updraft minimizes draft loss and insures greater safety.
- 4 Removable covers make all parts accessible.
- 5 Large steam space insures drier steam.
- 6 Greater heating surface than most boilers of same rating, resulting in higher steam output.
- 7 High efficiency through proper proportion of two-pass heating surfaces.
- 8 Completely submerged tubes insure longer life.
- 9 Combustion chamber factory-installed with especially designed refractory and insulation, minimizing heat loss.
- 10 Inexpensive, yet built of the best materials to give years of trouble-free service.



COLUMBIA

BOILER COMPANY

Offices and Factory: Pettistown, Pa.

Gentlemen:

Without obligation, please send me information on how I may reduce operating costs in my plant by switching to a new Columbia HRT* Oil or Gas Fired boiler.

Firm Name

Address

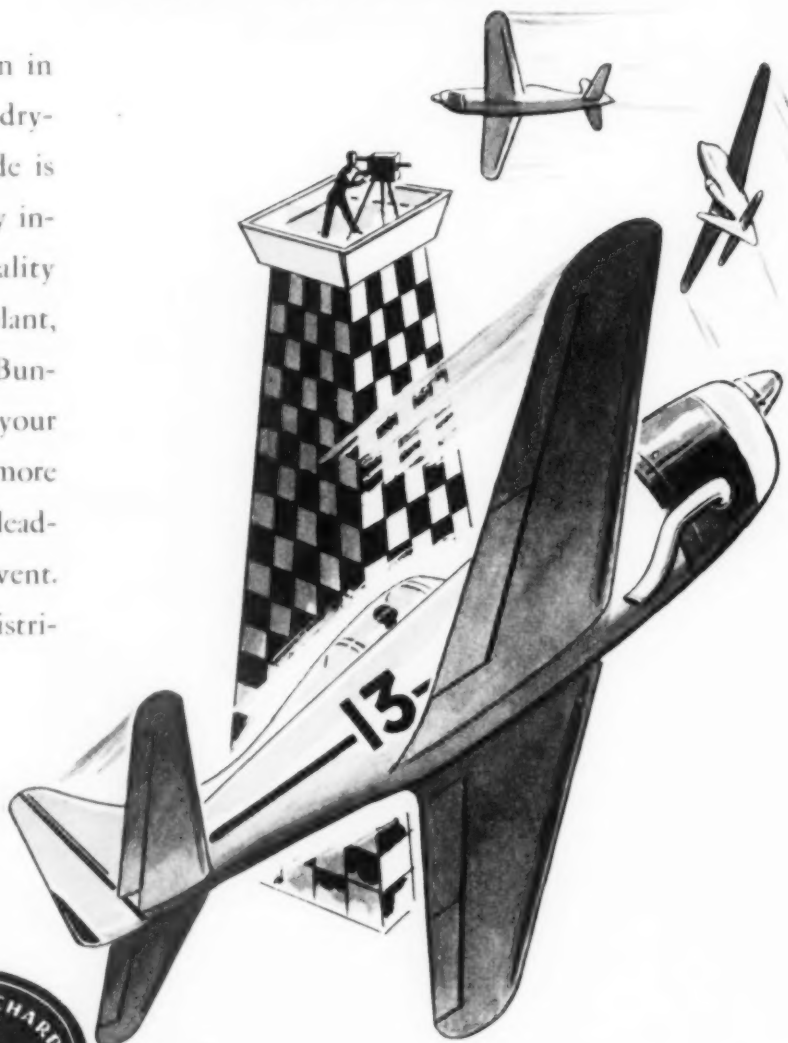
Your Name

Position

Manufacturers of Steel Power & Heating Boilers

Like **Miami, Florida and**
the All-American Air Maneuvers
STOD-SOL *and STOD-SOL Test Bundle Service*
GO TOGETHER

Customers make a fast turn in your direction when the dry-cleaning service you provide is exactly what they want. By increasing the speed and quality of workmanship in your plant, Stod-Sol and Stod-Sol "Test Bundle" Service can help boost your volume and profits. Learn more about Stod-Sol, the nation's leading drycleaning safety solvent. Ask your nearest Stod-Sol distributor for details, today.



PRODUCERS



REFINERS

Anderson-Prichard Oil Corporation

OKLAHOMA CITY, OKLA.

YOU'RE "ALL SET"

When **TRUCLEEN'S Automatic Dial**

starts "minding your business"

• You can confidently compute your gains in time, labor and supplies, when TRUCLEEN'S completely automatic "wash-extract-rinse-extract" cycle (through automatic control) eliminates natural losses from "human error" . . .

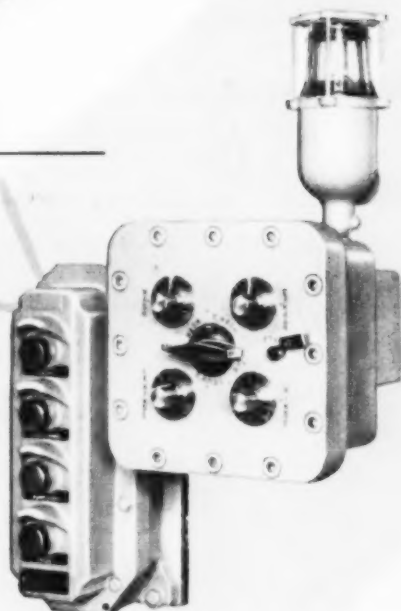
1. By *avoiding* "mix-ups" in wash and rinse liquors, you get a system maintained at proper balance without need of delays for adjustment.
2. By *avoiding* necessity for constant attention during processing cycle, you get lowered labor cost as operator doubles on additional duties.
3. By *avoiding* manual miscontrol of cleaning formula, you get uniform cleaning in every load.
4. By *avoiding* guesswork in measuring solvents, you get accurate "make-up" for charging system each day.



• Everything Under "TRUCLEEN Control"

While TRUCLEEN Unit automatically takes next load through 2 Bath Process, operator at Town & Country Cleaners, Chagrin Falls, Ohio, gives undivided attention to transferring cleaned load—just out of extracting cycle and ready for drying—to ZONE AIR Tumbler.

Let an AMERICAN Representative show you how to "set the dial" for better, more economical cleaning at your plant. Write today for free consultation and illustrated literature.



You can consistently count on another set of gains in thorough, super-quality cleaning when TRUCLEEN'S unique Two-Bath Petroleum Solvent Process (through superior design) decreases "mechanical errors" in performance . . .

1. By *using* Super Strong (up to 6%) Soap Solution in wash bath, you get deep cleaning and reduction in spotting and wet cleaning.
2. By *using* minimum soap "make-up," you get maximum cleaning results at no extra cost.
3. By *using* constantly distilled and filtered Solvent, you get consistently uniform rinsing.
4. By *using* 3 compartments in Y Pocket Cylinder, you get equally fine cleaning of 3 different classifications of work up to 150 lbs. per hour.



DIVISION OF THE AMERICAN
LAUNDRY MACHINERY CO.

**AMERICAN CLEANERS
EQUIPMENT CO.**
CINCINNATI 12, OHIO

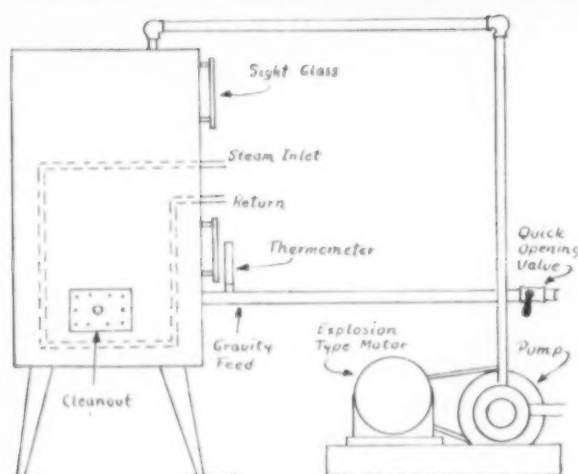
GADGETS and GIMMICKS

Lights for Sight Glass

Many drycleaners get poor rinsing because their sight glasses are worthless for indicating if the load has cleared. Some plantowners set lights, properly encased in flashproof safety guards, behind the glass sections of pipe.

Except when using the mahogany-colored charged soap solutions, the age of the light bulb should be borne in mind. Bulbs glow yellower as they get older.

Large-Volume Repellent Tank



Brent Cleaners of Pittsburgh, Pa., handles its large volume of water-repellent business with the aid of two 50-gallon soap drums.

Construction of the homemade tank was simple, according to Sam Marcus, production manager. First, the top of one drum and the bottom of another were cut out. The drums were then placed one on top of the other and welded together to make a single drum.

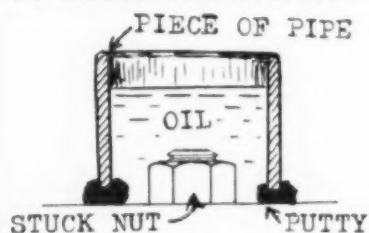
Two openings were then cut out—one for the cleaning-out door and the other for the steam chest. A copper heating coil, inserted through the steam chest, runs

to the bottom of the tank and back through the steam outlet. To provide gravity feed to the adjacent washer, the tank is supported about 2 feet off the ground by an angle-iron stand.

The only investment involved a small 1½ horsepower explosion-proof-motor electric pump. An old, unused pony washer is used with the tank. The wooden washer and a small tumbler of the same capacity can do eight coats at one time or 40 an hour, according to Mr. Marcus.

During the season, Mr. Marcus said, the plant does roughly 400 coats a week at \$1 each, in addition to the drycleaning charge.

To Loosen Rusted Nut



oil on the top of the nut, to give the rusted threads a thorough soaking.

As indicated, a piece of pipe serves as the oil reservoir. A ring of putty or modeling clay can be made to serve as a seal between the pipe and the lower surface so that the oil won't leak out. In fact, if you have no piece of pipe, you can make the reservoir entirely of the putty or clay, without the pipe. The important thing is: Submerge the nut in the oil.

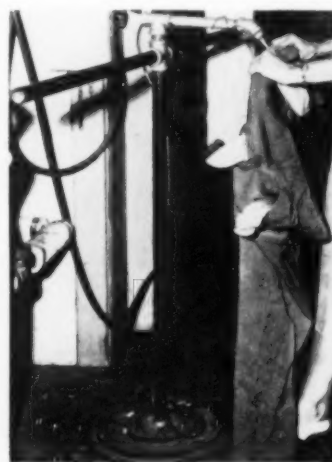
Sometimes you try to oil a badly rusted nut that you can't unscrew, but the oil runs off. The accompanying sketch shows how to create a small "tank" of

For Turning Pockets

A gadget that is saving a lot of time in turning pockets was rigged up by Morris Harding of Champion Cleaners in Phoenix, Arizona. The air outlet is mounted on a waist-high standard, and a foot pedal works the air. Over a nozzle there is a wire frame the shape of a pocket.

The operator forces the turned pocket over the wire frame and at the same time uses the foot pedal to turn on the air.

"With this gadget," Mr. Harding says, "we can turn pockets in a third the time required for turning by hand. And we get the whole pocket turned and in shape without folds."



Yes. We Repeat

FASTER AND **FINER!**



PROSPERITY'S[®] 7-A

BACKED by
LONGEST
EXPERIENCE
by OUTSTANDING
PERFORMANCE

by
PLANT OPERATORS'
**PROVED
RESULTS!**

*Write for
Booklet*

Yes — **FASTER SERVICE
MINIMUM CLASSIFICATION
CONTINUOUS PRODUCTION FLOW**



FASTER

Quality Cleaning Cycle in only 15 Minutes and 40 Seconds . . . and that includes drying.



FINER

Reverse-Action, Open-Pocket Cylinder washes faster and more thoroughly . . . no tangling or twisting of garments.



CLEANER

Full-Capacity Still with long-life Karbate Condenser and high-efficiency Intercooler which have a rated capacity of 100 gallons of solvent per hour.



AUTOMATIC

All functions of the automatic cleaning cycle are controlled by Prosperity's Exclusive Formatrol Cycle Timer.

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Registered Trade Marks of
The PROSPERITY COMPANY, Inc.
Syracuse, N. Y.
PROSPERITY, FORMATROL

The **PROSPERITY**
AUTOMATIC PRECISION PRODUCTION TAILOR-MADE AND DRY-CLEANING PLANTS
Company Inc.

Trademark Prosperity
Reg. U. S. Pat. Off.
Main Office and Factory, Syracuse, N. Y.

Sales, Service and Parts in Principal Cities



Hundreds of cleaners have found
a new flexibility of operation
with

Multiple MERCURY Installations

\$2998

Complete with Tumbler
(50 GPH Still optional)

The use of multiple Mercury drycleaning units has proven, for many cleaners, to be the soundest method of increasing volume, reducing labor costs and permitting classification of loads for highest quality cleaning *with a limited increase in investment*. The re-birth of the Super Strong Soap System has demonstrated the versatile use of the Mercury. Multiple Mercury combination washer-extractor units permit *the simplest and fastest method of two-bath operation available to the industry today*.

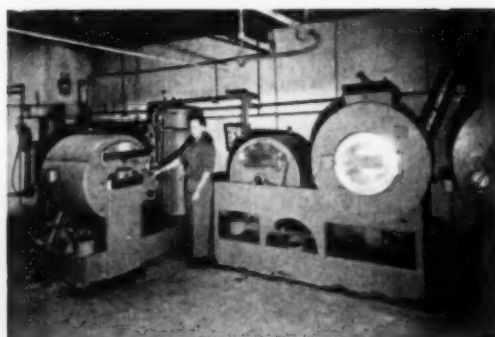
The Mercury is ideal for use in large plants to handle re-runs and specials; and a single unit will handle the entire volume of a smaller plant doing up to \$1,000.00 weekly.

Available in 36-lb. and 48-lb. sizes for use with either 140° F. or Stoddard solvent.

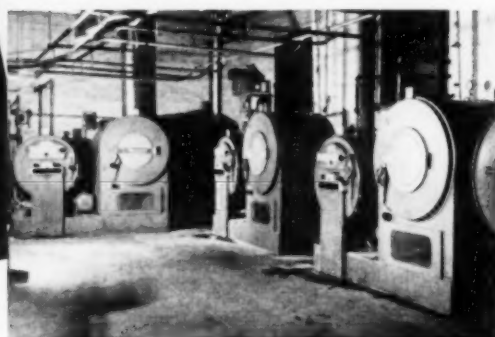


MERCURY CLEANING SYSTEMS, INC.

549 WEST WASHINGTON BLVD., CHICAGO 6, ILLINOIS • ANDover 3-5420



HOF CLEANERS — Hinsdale, Illinois



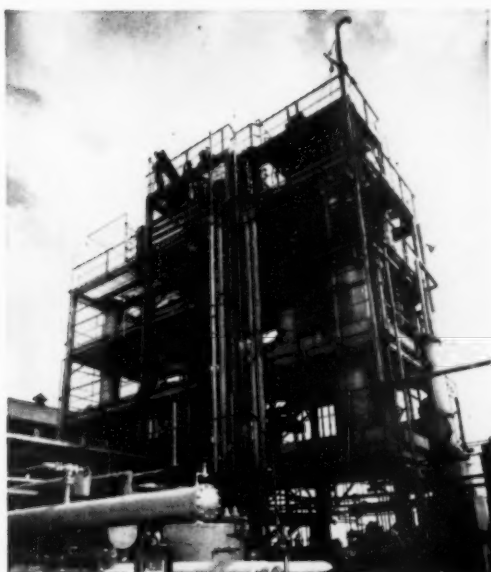
LUNGSTRAS CLEANERS — Kirkwood, Missouri



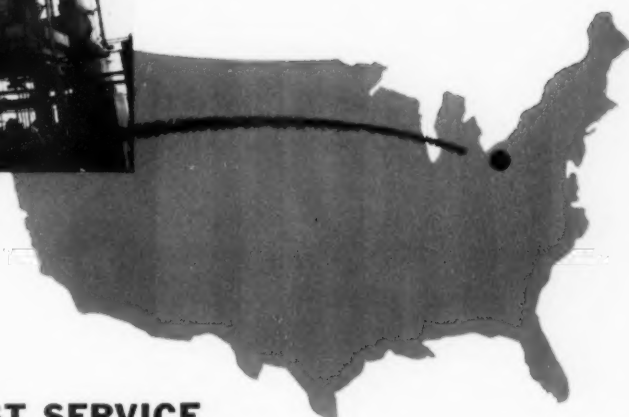
GRINER'S CLEANERS — Burbank, California



IDEAL CLEANERS — Valentine, Nebraska



Portion of Columbia-Southern's modern Perchlorethylene plant at Barberton, Ohio.



**ALWAYS FAST SERVICE
ON COLUMBIA-SOUTHERN**

PERCHLORETHYLENE



When a dry cleaner needs Perchlorethylene, speedy delivery is important.

That's why Columbia-Southern is emphatic on rendering rapid service from its conveniently located plant at Barberton, Ohio.

And aside from excellent service, you can always depend on the high quality of Columbia-Southern Perchlorethylene.

It is made to strictest standards under careful laboratory control for finest dry cleaning results.

On your next order, specify Columbia-Southern. You'll like the service and you'll like the product.

**COLUMBIA-SOUTHERN IS A
WHOLLY OWNED SUBSIDIARY OF
PITTSBURGH PLATE GLASS COMPANY**



**COLUMBIA-SOUTHERN
CHEMICAL CORPORATION**

SUBSIDIARY OF PITTSBURGH PLATE GLASS COMPANY
FIFTH AVE. AT BELLEFIELD - PITTSBURGH 13, PA.

DISTRICT OFFICES: BOSTON • CHARLOTTE • CHICAGO • CINCINNATI • CLEVELAND • DALLAS
HOUSTON • MINNEAPOLIS • NEW ORLEANS • NEW YORK • PHILADELPHIA • PITTSBURGH
ST. LOUIS • SAN FRANCISCO

HAMMOND

WIZARD

EXTRACTORS

Hammond 26"

- Capacity—50 lbs.
- 3 HP Ball Bearing Motor
- Sealed Ball Bearings
- Automatic Tension Adjustments
- Special high slip, high torque motor
- Shipping Wt. 1200 lbs.
- 1200 RPM
- Dimensions: Height 44" Length 48" Width 37"



Hammond 20"

- Capacity 25 lbs.
- V-Belt drive
- 1 HP Ball Bearing Motor
- Flexible Rubber Mounting
- Automatic Brake
- Sealed-in Lubricant
- Shipping Wt. 575 lbs.
- 1500 RPM
- Dimensions: Height 39" Length 37" Width 29"

Hammond 17"

- Capacity 12-18 lbs.
- Automatic Brake
- V-Belt drive
- 1/2 HP Ball Bearing Motor
- Sealed-in Lubricant
- Dimensions: Height 37" Length 35" Width 24"



The new HAMMOND WIZARD EXTRACTOR design gives you more speed, more endurance . . . plus new features that assure smoother performance with less strain. All moving parts completely protected . . . positively no internal friction. Check these outstanding features and you'll see why the HAMMOND WIZARD is your best extractor buy! Safety lid-lock control motor, switch, brake . . . all controlled by one conveniently located lever arm.

Hammond
LAUNDRY-CLEANING MACHINERY CO.

See Your Dealer or Write Direct.

HAMMOND BLDG.

WACO, TEXAS

Pioneers of Progress Since 1911

All Eyes Turn to



New **GREEN** Arrow Sponge Pads!

LOOK for new improved GREEN Arrow Sponge pads when you repad! New, scientifically perfect Arrow pads give an effortless, shine-less, FAST pressing job every time. Insist on new green Arrow pressing pads. The color tells you it's genuine Arrow; the name Arrow tells you it's the best pressing pad money can buy.

the improved
pad with

GREATER *Porosity*
GREATER *Serviceability*
GREATER *Durability*

Sizes and shapes to fit all dry-cleaning
pressing machines

Made of a
SPECIAL PRESSING PAD
FORMULA OF

Airfoam
SUPER-CUSHIONING BY
GOODYEAR



Order from your Jobber
or write:

ARROW MANUFACTURING COMPANY, INC.

2922 Terrace Street • Kansas City, Missouri



EDITORIALS

Automaticity

This word "automaticity" is fast finding its way into the industrial world. One of the famous machine-tool makers has been using it in advertising recently to good effect.

"Automaticity," with the accent on "ti" (we think), means the process of making something as fully automatic as possible. An extreme example of automaticity would be the machining of an automobile engine block, which in some plants is completely bored, ground, polished without the benefit of human hands, once the complicated machinery has been set up and started.

Complete automaticity is the final goal of our civilization. Only then will the highest production for the shortest man-hours be reached, permitting mankind the highest possible standard of living. There will probably always be slowdowns in the move toward full automaticity, to permit dislocations in the labor markets to smooth down, yet the motion will always be in that direction.

The drycleaning industry will not escape the trend for two brand-new (almost) reasons. One is that wages of drycleaning labor are up to where automaticity becomes profitable, and probably will stay up. The other is that the drycleaning industry is fast becoming a mass market for machinery manufacturers. Those two forces, where they existed together, have never failed to automatize any other American industry.

Mental Incest

Some months ago an allied tradesman, in conferring with us on his sales problem, remarked that most business firms were guilty of "mental incest"! That phrase has been lodged crossways in our thought channels ever since.

He was comparing the dangers and weaknesses of inbreeding blood relatives to the blindnesses that afflict businessmen who make a habit of exchanging views and opinions only with those in their own organizations.

People, whether or not they are drycleaners, shun those who disagree with them. With some it is a matter of pride, for they can't bear to be proven wrong. But with most of us it really is a matter of laziness. We have many notions based on varying amounts of thought and prejudice. If we admit we are wrong we then may have to go through the laborious process of changing many other ideas that bear on this wrong belief. Thus it is less mental work to cling to that hum idea of ours.

When you have an organization that was built up over the years, ideas and habits have been built up along with it. They are all comfortable ideas because they all fit together with the sharp edges long since worn smooth. So when a new problem arises it is easier to try to fit it into the old pattern. This is done by conferring with people—your associates and employees—accustomed to think in the old pattern and generally anxious to keep the old pattern. For if you are having

difficulty adjusting to new thoughts, your subordinates are going to find it even harder.

So you try to fit a new idea into the old pattern. If it doesn't fit, you reject it.

Once each year at least, you take a physical inventory of your business. You also cast up accounts to see if you made any money. Why not, at the same time, while volume is slack, take inventory of the mental side of your business? Take that little word "why" and dissect every little part of your operation.

No, this isn't off the subject! If you become highly critical of the way you do business (criticizing can mean praising as well as condemning), you will find yourself more receptive to outside suggestions. Then you will find yourself eagerly reaching out for new ideas.

Ed Miller and Harry Plous of Spic and Span in Milwaukee are an example of those who reach for ideas. All magazines, business papers and others, that come into the plant, plus technical bulletins and allied trades literature, are portioned out among the plant's management personnel. Once a month at an executive meeting each man or woman reports fully on the important articles or information given out for reading. Each person *must* report on at least two subjects. After each presentation the whole group comments on the implications of the subject covered.

That's one sure cure for mental incest!

Gripes Can Be Good

Changing customer annoyance to appreciation is no mean trick. And this doesn't have to be done by a movie version of a carnival huckster. It was done, simply, sensibly and neatly by a quick-thinking drycleaner.

Our friend, Jim Chenard, called for his suit. The suit, apple of his eye (doesn't every person so regard his garments?), still had spots. Jim had a right to be irritated, for he had particularly informed the clerk of those spots.

The spots were still there after what he referred to as the "so-called cleaning process." Jim asked to speak to the owner.

"I thought your specialty was taking out spots!" said our industry's source of revenue. "Here's some specialties you missed!" Two awkward fidgets later our industry's spokesman replied: "We'll take them out right away. Want to watch how we do it?"

Surprised at this unique approach, and very willing because of it, Jim trailed behind the plantowner. In less time than it takes to cry "business is bad" on your wife's shoulder Jim was given a short course in the art of drycleaning.

We heard Jim tell a group of 40 friends about the "fascinating way clothes are drycleaned," and what a fine man *his* drycleaner is. "He *really* had *my* interest at heart," Jim said.

Thus, a potential lost cause became an enthusiastic drycleaning fan. Do *you* have time for one measly customer—with 30 or 40 friends who are going to be impressed, or soured—by *your* approach?

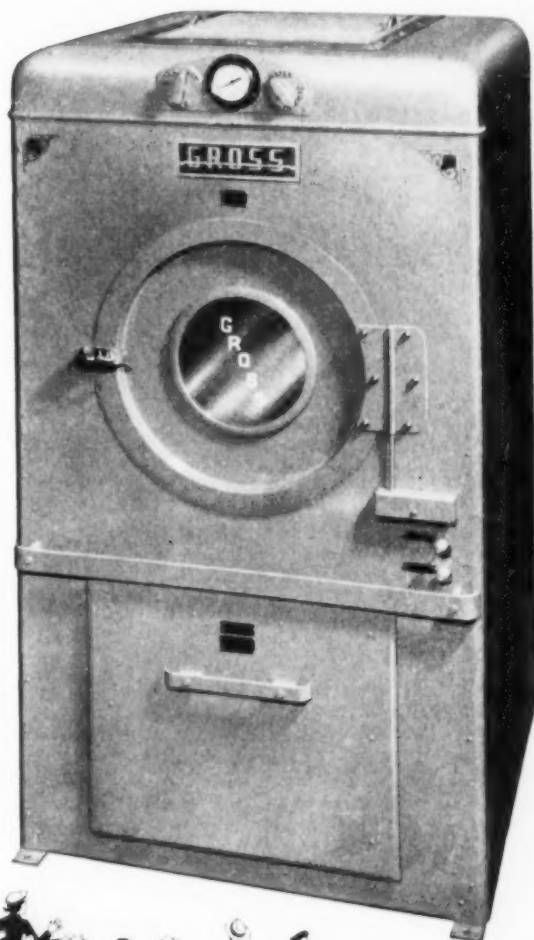
See it at the Cleveland Show...

the new 38x36 GROSSAIR Open-End Tumbler!

For some time, operators all over the country have been asking for a tumbler that will handle a 30" x 48" washer load. To meet this demand, GROSS is *now* producing a 38" x 36" Open-End Tumbler.

Similar in design to the famous 42" x 42" GROSS-AIR, this new tumbler makes it possible for owners of 30" x 48" washer equipment to balance their production. That is, to move a *complete* washer load through the full cycle of cleaning.

- Choice of standard one-way cylinder or reversing cylinder.
- Patterned after the famous GROSS 42" x 42" Tumbler.
- Efficient built-in air filter, easily removed for cleaning.
- Specially designed open-type, non-clogging fan assures a minimum of 65 changes of air per minute.
- Separate motor for fan and cylinder eliminates gear reducer, chain drive, and couplings.
- Safe operation assured because interlocking motor allows cylinder to rotate only when fan is operating.
- View-all door made of Tuflex heat-treated glass.
- Built-in lint trap, easily removed for cleaning.
- Dial thermometer.



Be sure to stop in at
BOOTH 701-708

**NICD CONVENTION
CLEVELAND, OHIO
FEB. 13-14-15**



GROSS MACHINERY CO., INC.

Originators and Manufacturers of the World's Finest Dry Cleaning Equipment
183 HALBERT ST. Founded 1923 BUFFALO 14, N. Y.





CHLOROPHYLL SMILES displayed by some of Reed store clerks. Note "Chlorophyll Drycleaning" buttons girls are wearing . . .

"Hot" Idea Deserves Full Treatment

How Reed Cleaners worked out complete promotion program for timely service

HOT IDEAS ARE LIKE DYNAMITE: they need a charge to be set off. In Fargo, North Dakota, for example, an idea came to Harold G. Reed of Reed Cleaners, the idea of promoting "Chlorophyll Drycleaning." And he decided to set off the idea with a blast—full promotional treatment.

A cleaner who prides himself on introducing "firsts" into his community, Mr. Reed developed a campaign with two objectives in mind. The first objective was to put chlorophyll on the drycleaning map of his trading area, thus cashing in on the tremendous sums of money being spent to promote chlorophyll in every shape, form and product.

The second objective was to promote chlorophyll cleaning as a service to Reed customers "at no extra charge."

On the assumption that half-way measures produce haphazard results, Mr. Reed went all-out in his promotion. He wrapped his idea in about \$2,000 worth of advertising and planning—a good indication of the confidence he had in the outcome.

In planning promotion Reed Cleaners chose November 4—Election Day—as "Chlorophyll Day." All newspaper advertising was prepared for that day to "take advantage of a small paper and no political ads,

giving us excellent coverage," Mr. Reed explained. In other words, he was hoping to dominate the newspapers.

Entire Staff Enlisted

One of the most significant aspects of Mr. Reed's promotion—and the least expensive—was the manner in which he used his personnel to good advantage. He decided to make Reed salesmen of all his 100 employees.

A meeting of all employees was held for explanation of the promotion campaign. This was supplemented by a mimeographed sheet explaining the possibilities of chlorophyll, how it is used and the possible results. The sheet also contained statements which could be used to sell "the miracle of chlorophyll."

It is interesting to note that the mimeographed sheet was originally intended only for store clerks and routemen. Management decided that there was sufficient interest among the other employees to warrant general distribution.

The basic idea in giving the sheets to the store clerks and route drivers was to provide them with key phrases and ideas which might not have occurred to them. In addition, this method permits a uniform and



... AND ATTRACTIVE POSTERS at drive-in plant store that announce new service. Green "drops" were stenciled on windows

consistent response to all customers from all employees, eliminating the possibility of contradictory statements.

By carefully instructing his clerks and routemen, Mr. Reed acknowledged an important but often ignored fact. Thousands of dollars can be spent on promotion—and wasted—if management neglects to instruct clerks and routemen, the employees in direct contact with the public. A clerk's failure to supply the right answer can mean the difference between "sale" or "no sale" on the cash register.

Coverage in All Media

This is how the other aspects of the promotion were handled:

Mailings: On October 23, less than two weeks before "C" Day, 13,000 cards were mailed to householders in Fargo and the adjoining city of Moorhead, Minnesota. The cards, attractively designed and logically carrying

out the theme of chlorophyll's green "trademark"—were teasers preparing the public for the big announcement.

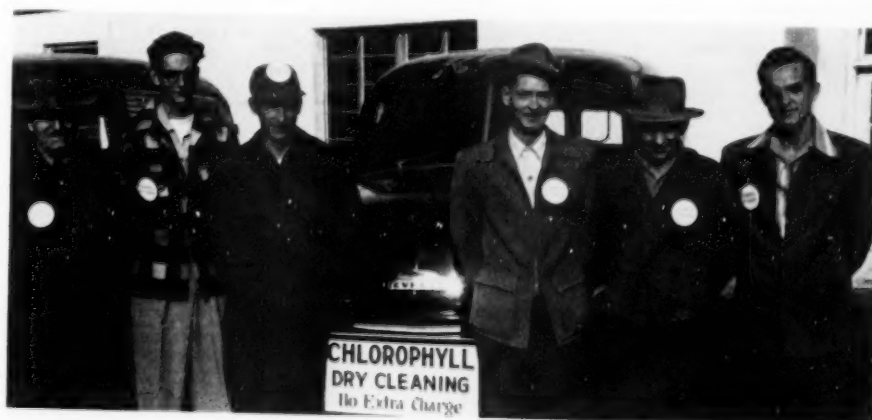
On November 1 invitations were mailed to the same people, and for the first time Chlorophyll Cleaning was introduced to the area. Reed Cleaners invited the public to try out "nature's wonder ingredient" . . . "the most revolutionary thing in drycleaning since the introduction of free mothproofing." (Mr. Reed, incidentally advertises that he was the first to introduce "free mothproofing" to the area.)

Total cost of the mailing was \$850.

Newspapers: At a total cost of \$638, ads were run in two area newspapers on "C" Day and the preceding day. In the Moorhead paper on November 3 an ad running right across the bottom of the front page called attention to the full-page ad that was to appear the next day.

The same idea was carried out in the Fargo paper,

ROUTEMEN ALSO wear chlorophyll buttons. Eight Reed trucks, like one shown here, all had signs announcing free service displayed on front bumper



REED
CLEANERS**ANNOUNCES—**

Chlorophyll

DRY CLEANING

... at no extra charge.

**FIRST TO BRING YOU FREE
INSURED MOTH-PROOFING****REED INSURED
MOTH-PROOFING**

After 2 years of research by the Dry Cleaning Institute in the use of "Nature's Wonder Ingredient" to protect dry cleaned clothes against moth damage, we are now offering you the most effective mothproofing treatment available.

All garments dry cleaned by us will have Chlorophyll added at no extra charge.

Approved
by the
government
as an
active
deodorant.

You are invited... to try our new

Chlorophyll
DRY CLEANING

THE MIRACULOUS
POWER OF CHLOROPHYLL
PROTECTS AND PRESERVES
ALL FIBERS

REED
CLEANERS

REED
CLEANERS**SEE THE CHLOROPHYLL STORY IN TODAY'S PAPER**

THE GREATEST BARGAIN IN DRY CLEANING SINCE FREE MOTH-PROOFING
LOOK FOR THE STORY ON PAGE 2

REED
CLEANERS

TOP: FULL-PAGE AD in Fargo paper carried out chlorophyll theme with all drops in green. BOTTOM: POINTER AD across bottom of front page introduced and directed readers to full-page ad on inside page

except that the introductory ad on the front page appeared the same day as the full-page ad.

By pointing to the full-page ads with smaller inserts, Reed Cleaners probably attracted more attention and created greater impact on the newspaper readers.

Radio: As a regular advertising practice, Reed Cleaners is on the radio with 15 spot announcements every day of the year. But for two weeks, during the campaign on chlorophyll cleaning, only that service was plugged. The cost was \$400.

Posters: On November 3 appropriate posters were hung at the seven Reed Cleaners stores, including the plant store. In addition, large green "drops" were stenciled on the windows and green footsteps leading to the stores were stenciled on the sidewalks. The eight Reed trucks, which are equipped to carry signs on the front bumpers, were decked out in posters for the chlorophyll promotion.

Buttons: In addition, store clerks, routemen and supervisors were given 3½-inch-diameter lapel buttons which they were instructed to wear during November.

We are not carrying the torch for chlorophyll, around which this campaign was centered. However, the Reed program suggests a similar approach to promoting any idea of timely popular interest. It is the method of promoting one idea or service from all angles, using all available media, including personnel.

Mr. Reed reported his program too soon after its completion to judge the dollar-and-cents return. "We are not far enough away from it," he said, "to see any

ATTENTION ! ! !

All Counter Girls
Wear Your Medallion
Tuesday, November 4th, is "C" Day
"Chlorophyll"

Everything connected with Reed Cleaners advertising and promotion will be **THE MIRACLE OF CHLOROPHYLL**.

The greatest bargain in drycleaning since we introduced free mothproofing.

Tell your customers about it.

What is chlorophyll?

Chlorophyll is the green substance in all vegetation. It has been extracted and put in a concentrated form that is entirely soluble in drycleaning solvent.

We are adding the concentrate right in our solvent same as the mothproofing concentrate. They both go into the washer together—

There is absolutely no odor to chlorophyll. It won't make the clothes smell of any scent or flavor—it is absolutely odorless. The customer will not be able to smell chlorophyll.

It will be free. No extra charge—

Here are some phrases you can use:

1. Nature's wonder ingredient.
2. Approved by the government as an active deodorant.
3. Nature's miracle deodorizer and refresher.
4. Your clothes will be fresh as the "new-mown hay."

Wear your medallions (large advertising buttons) all the month of November.

Remember, sell chlorophyll drycleaning to every customer—it's free.

Wear your buttons every day.

PERSONNEL PROMOTION SHEET leaves nothing to chance; gives employees ideas and statements to use on customers

financial results, but I feel it is a sound long-range promotion idea." # #

ARE YOU PREPARED TO GROW?

Then Investigate The Sanitone Program For 'Round-The-Calendar Selling —

MAR. - APRIL
EASTER PROMOTION
 TO SPREAD VOLUME
 LOAD - AVOID
 LAST-MINUTE - MADHOUSE

JAN. - FEB.
NATIONAL TIE CLEANING MONTH

FEBRUARY SLOW?



'Taint necessarily so!
 (with Sanitone)

This month Sanitone Dry Cleaners challenge prospective customers to try and see for themselves that Sanitone service can't be beat!
 Annual Sanitone Tie promotion is ready made to SELL Sanitone quality to consumers—increase* lagging February volume!

OCT. - NOV.
NEW-CUSTOMER MONTH
 ANNUAL DRIVE FOR
 NEW CUSTOMERS—
 THE LIFE BLOOD
 OF ANY BUSINESS.

MAY thru JUL.
"COTTON CLINIC"
 AMAZING
 VOLUME INCREASES
 CURE - "SUMMER SLUMP"

DEC.
HOLIDAY PROMOTION
 STORE DECORATIONS,
 CONTESTS, PUBLICITY
 SUGGESTIONS

AUG.
BACK-TO-SCHOOL KIT
 SPARKS FALL BUSINESS

*Write for actual case histories.

GOOD CLEANING IS NOT ENOUGH!

The Sanitone Program promotes healthy growth through:

- Superior drycleaning methods that satisfy customers
- Regular visits by engineers to maintain quality at customer-satisfaction levels.
- Planned and proved advertising and merchandising to sell customer-approved services.*

Write to

SANITONE DRY CLEANING-EMERY INDUSTRIES, INC., CINCINNATI 2, OHIO

LOOK FOR US AT CLEVELAND!

We'll be happy to answer questions, discuss problems at

**EMERY INDUSTRIES BOOTH 15
 NICD CONVENTION
 Feb. 13-15, 1953**



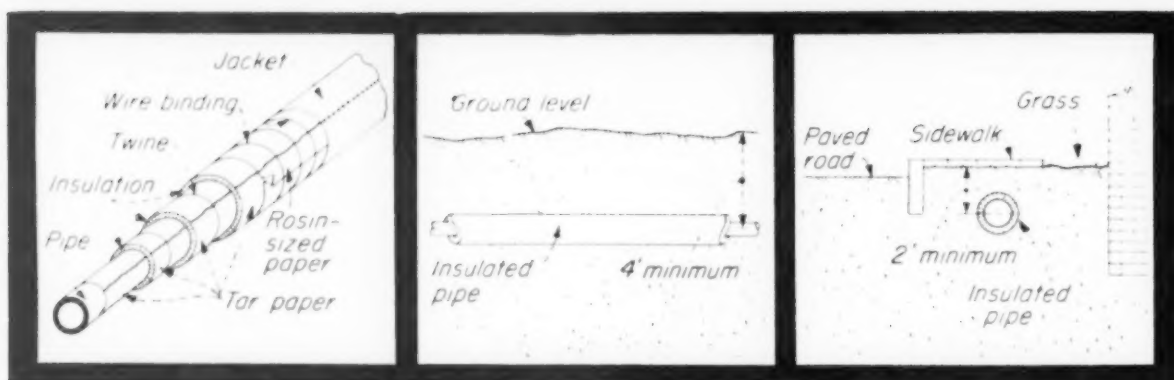


FIG. 1. To protect pipes from freezing apply suitable insulation, such as hair felt above, or use sectional covering

FIG. 2. Always bury pipe below frost line to prevent freezing. About 4 feet is safe depth for many U. S. localities

FIG. 3. Paved roads, sidewalks and grass act as insulators, prevent freezing. Burial 2 feet deep is usually good

What To Do About Frozen Water Pipes

It's better to install so they won't freeze . . .
but if they do, here's a quick method of thawing

by **JOSEPH C. McCABE**

WATER PIPES SHOULDN'T FREEZE—but they do. And you can fight freezing in two ways: (1) by proper installation, (2) with electricity after a freeze has occurred.

Installation: The most obvious time for preventive measures is when your water piping goes in. It's easiest to get at the pipes then and the extra costs are so relatively small it's pennypinching not to take the right precautions.

Begin by insulating all aboveground and belowground water pipes, hot or cold. A frostproof sectional covering or three 1-inch-thick layers of a suitable insulation will give excellent results.

When using hair felt, wrap heavy tar paper around the pipe and between each layer of insulation (Fig. 1). Secure each layer with strong jute twine, then cover the exterior with a layer of tar paper held in place by loops of No. 16 copper wire spaced 4 inches apart. If you need a canvas jacket we'd suggest a strip of rosin-sized paper between the jacket and the tar paper. Prefabricated insulated piping is good for all jobs, too.

For the belowground pipes, at installation bury them at least 4 feet below ground level. If you can't go that deep make it 2 feet, but never less. Your guiding rule ought to be to keep pipes below frost line.

Pipes in wet clay soils freeze fastest; bury them as deep as possible (Fig. 2). Sidewalls, lawns, macadam roads offer some protection against frost, so you need not bury pipes so deep below them (Fig. 3).

Where water may lie stationary in a pipe for long periods insulation can't always prevent freezing. For these cases run a steam or hot-water line close to the cold-water pipe and enclose both in the same insulation. You can use electric-resistance heaters, too.

Water velocity: Water traveling at 4.25 feet per second does not freeze in a bare pipe at 32° F. If temperature falls below 32° F, water freezes no matter what the ve-

locity, if the line is long and the diameter small. So if there's a chance of freezing, pick a pipe that gives a velocity of at least 4.25 f.p.s. and insulate it. Pumping costs may be a little higher but you'll avoid freeze damage and expense.

Remember, a pipe bursts when it freezes because ice occupies more space than the same amount of water. Even copper tubing, which may not burst when frozen, still needs protection. Don't try to save pennies today by cutting down on insulation. Tomorrow you may have to spend dollars for a new run of pipe or tubing.

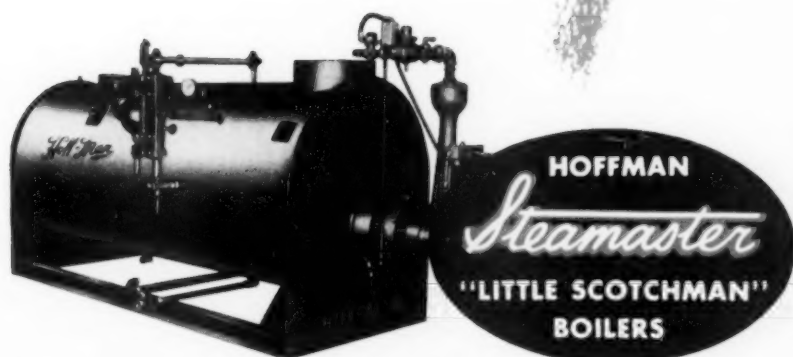
Thawing: Suppose, in spite of all your precautions, water pipes do freeze? Often you can save the pipe if you act fast. This means you must keep an eye on water flow rate and have thawing equipment ready for use. Just as soon as there's a marked decrease in water flow during winter and you can't find the cause get ready to thaw.

Thawing with electricity is easy, cheap and fast. Both a.c. and d.c. are suitable. All you need is a step-down transformer or arc-welding machine. Output of the latter should be at least 300 amp. at an open-circuit voltage of 60. The usual welding generator is good for thawing and is easy to obtain. Transformers with proper k.v.a. rating are hard to find, so stick to a welding generator unless a transformer is handy. You'll need hefty cable or conductor bars no matter what you use for current supply.

When you thaw with electricity, current flows along the pipe surface, generating heat. Ice inside the pipe melts, allowing more water to enter the pipe and speed up thawing. With the plant end of the pipe open you should be able to thaw an average freeze in 20 to 40 minutes.

If the freeze is indoors, locate it by tapping the pipe with a piece of metal. Where the pipe sounds solid you can be fairly certain you have ice. If the entire pipe is

WHAT SIZE?
 WHERE TO PUT IT?
 HOW MUCH TOTAL COST?
 FUTURE NEEDS?
 GAS OR OIL?
 APPROVALS?
 EXTRA WORK?
 PEAK LOADS?



**You get all the answers with HOFFMAN
 Custom-Fitted Boiler Service.**

By calling on Hoffman *custom-fitted* boiler service, you gain complete, expert assistance from men trained to know your plant problems and interested in your success through the months and years ahead. The right-size boiler — the right location — the right installation are some of the many points they check for you. You are spared guesswork and complications. Ask your Hoffman representative for this service. And profit by the amazingly thrifty operation of a new Hoffman Steamaster "Little Scotchman" boiler, after you have learned the details.

**There's a Right Size for Your Plant
 GET THE FACTS TODAY**



Hoffman

U. S. HOFFMAN MACHINERY CORP.

105 FOURTH AVENUE, NEW YORK 3, N. Y.

underground, dig holes at both ends for wire connections. Disconnect unfrozen pipe.

Briefly, the idea is to isolate the frozen section of pipe and connect one wire near each end of the freeze (Fig. 4). One connection to the pipe and another to a nearby fire hydrant is good if the freeze is between them (Fig. 5).

Applying current: The accompanying table gives suitable cable sizes for various pipes. No matter how you connect cable, be sure you have a complete circuit between power source, pipe and freeze. If there are water meters or any instruments in the pipe it's a good idea to put jumper cables around them. Cable should be at least as big as the table indicates.

If you want to figure voltage drop in the thawing circuit, allow 5 volts line loss, 1 volt for each 7 feet of pipe, and count a screwed fitting as 1 foot of pipe.

Remove all ground connections from the pipe before applying current. This means lighting, telephone and radio grounds. If you don't remove ground connections, juice may run into these devices and cause more headaches. Open all nearby faucets served by the frozen pipe. This helps relieve pressure as the ice thaws. If there's any chance of ice entering the water meter, disconnect it. Make sure the gas meter and pipe do not contact the water pipe.

Start current flow at low value, 10 to 20 amp., and build up slowly to that shown in the table. Check pipe temperature every five minutes; if the pipe is too hot to touch, shut off the current and allow it to cool. A quick thaw is needed to prevent further freezing, but large currents should not be used as they may cause trouble.

Be especially careful with lead-pipe temperatures or you may have only a puddle of metal left. Currents of 75 to 125 amp. are usually safe for lead pipe. If lead joints give trouble, thaw the pipe in sections, omitting the joints from the circuit.

As the ice melts you'll get a sputter of water from various faucets. Don't start to taper or reduce the current supply until the water flow from each faucet is normal. Then stop the current flow and allow the water to run from several faucets for about an hour. This will rid the piping of any small pieces of ice that may lodge around fittings.

A frozen pipe may break at any time during freeze-ups and thawing. So it's a good idea to station a man near the main shutoff valve at all times during freeze-ups and thawing. Then, if the pipe breaks, he can spin the valve shut and prevent serious flood damage.

Thawing Currents, Time and Cable Size

Pipe diameter in inches	Amperes	Approximate thawing time, minutes	Cable size	Cable resistance, ohms/1000 feet
1/4	75	15	6	0.0395
1/2	125	20	2	0.0156
3/4	200	20	1/0	0.0098
1	250	30	2/0	0.0078
1 1/2	300	30	3/0	0.0062
2	350	40	4/0	0.0049
4	600	75	400,000	0.027
6	800	120	600,000	0.0018

Operating hints: If you decide to use stepdown transformers for thawing, you may run into trouble when trying to regulate secondary current. The best method is to use a homemade air-core reactor (Fig. 6). Do this by turning a few loops in the secondary cable connecting the transformer and water pipe. With this trick, you can vary the current flow by the number of loops you make in the reactor.

With a portable welding set the question of current control becomes one of adjusting generator field strength. Remember, welding generators are hooked up differentially. That means when load current flows, the series and shunt fields are in opposition. Generator open-circuit voltage drops quickly as you add load.

If the ammeter doesn't show that current is flowing during thawing, you have a bad joint in a pipe, a broken pipe, a poor connection, or some part of the system grounded. The best way to restore current flow when a pipe is broken is by putting a jumper around the defective joint or pipe. If this doesn't help, check wire connections to the pipe. They must be clean and tight.

Once you've thawed a pipe, inspect it carefully to see that threads, flanges, fittings and valves have not been damaged. Pipe stretches when water in it is frozen. Although it may not burst there is still danger of damage to fittings and other parts of the system. Cracks in cast parts are quite common.

Yes, electricity can do a good thawing job if you disconnect unfrozen pipe.

Better than thawing, however, is an insulated pipe installed below the frost line. Just remember that a 1-inch insulated pipe takes about three times as long to freeze as the same size pipe without insulation, when there is no flow in pipes. Insulate and install properly, and you'll seldom have to thaw frozen water pipes. # #

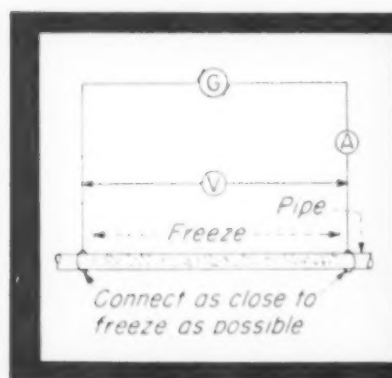


FIG. 4. Isolate frozen section, connect wires close to each end. Use ammeter, voltmeter to check current while thawing

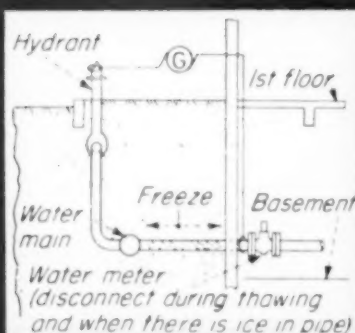


FIG. 5. Hooking wire to fire hydrant makes thawing easy with freeze like this. Be sure hydrant wire is guarded against trespassers

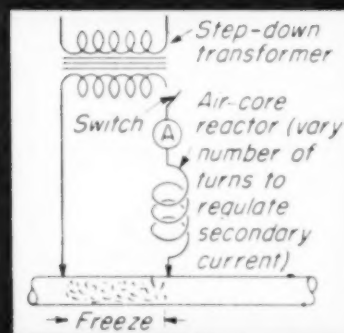
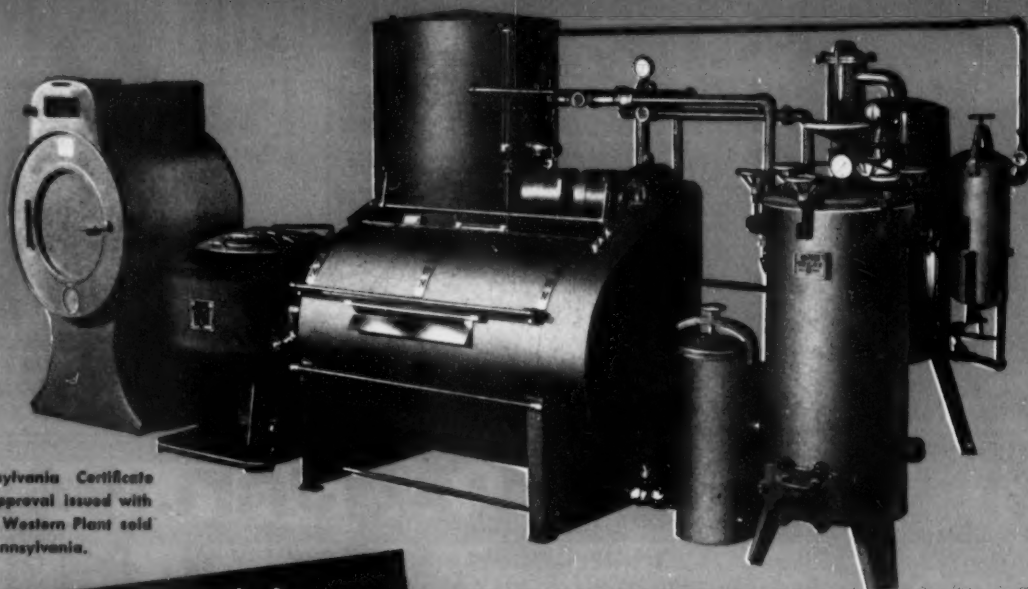


FIG. 6. Stepdown transformer fitted with homemade air-core reactor does a good thawing job

If it's Quality...then it's Western



Pennsylvania Certificate of Approval issued with each Western Plant sold in Pennsylvania.

Complete PACKAGE UNIT DRY CLEANING PLANT

SPECIFICATIONS: Model SM 1

WASHER—30x48 Direct Motor Drive with automatic self-closing door and steam smothering device.

TUMBLER—36x30.

STORAGE TANK—450 gal. triple compartment (200 gal. clean; 200 gal. dirty; 50 gal. Ext. drain—all in one.)

EXTRACTOR—30" 70 lb. capacity.

FILTER—2000 GPH capacity. Filter Pump—1½" Direct Motor Driven.

VACUUM TRAP—1½".

STILL—75 GPH capacity. Still Pump—1½" Direct Motor Driven.

SIZE—Occupies floor area 16'x8'.

THERE IS A Western Complete Dry Cleaning Plant to Fit Every Size Requirement

Matched Equipment Throughout Gives Team Work Efficiency.

Complete Even to Pre-fabricated Piping Ready to Hook Up. 8 Hour Installation. Install Over the Weekend.

For Use With 140° F. or Stoddard Solvent.

Extractor Matched to Washer Capacity... Takes the Whole Washer Load.

Famous Western Model 500 Dry Cleaning Washer—Finger Tip, Push Button Control.

Units Arranged to Take a Minimum of Floor Space.

Here's the economical way to have a *better* cleaning plant. Western's complete package units are available in 3 sizes. Each size is carefully engineered so that all units are equally matched in production capacity. This engineered arrangement assures maximum working efficiency in a minimum floor space. All Western units are shipped ready for easy assembly with all pipe pre-fabricated and clearly tagged. *You can have a complete plant in operation only hours after it arrives!*

MAIL THIS COUPON NOW FOR MORE INFORMATION!



WESTERN LAUNDRY MACHINERY CO.

420 E. 10th St., Dept. NC-1, North Kansas City, Mo.

Forward specifications on _____ capacity Western D. C. Plant.

FIRM _____

BY _____

ADDRESS _____

CITY _____

STATE _____

25 YEARS AGO.. JAN. 1928



PAUL TRIMBLE, EDITOR, NATIONAL CLEANER & DYER, OBTAINS PERMISSION FROM THE NATIONAL ASSOC. TO PUBLISH FIRST 'CONVENTION DAILY' AT ANNUAL NHDC MEETING.

GERMAN ASSOC. OF DRYCLNRS & DYERS CELEBRATE 25TH ANNIVERSARY.... PUBLISH, IN BOOK FORM, HISTORY OF CLEANING INDUSTRY IN GERMANY.

FIRST CLEANING PLANT IN PARIS, 1825 OPERATED BY M. JOLLY-BELIN.. USING TURPENTINE AS A SOLVENT.

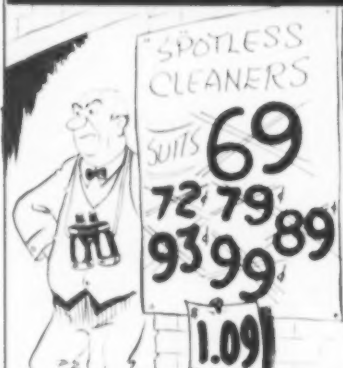
INDUSTRY FOUNDED IN GERMANY BY W. SPINDLER IN 1854... USING BENZINE IMPORTED FROM U.S.A.

GERMAN ASSOCIATION FORMALLY ORGANIZED IN 1902 WITH 215 PLANTS EMPLOYING OVER 5300 PEOPLE.



STATE CONVENTIONS URGED TO LIVEN UP PROGRAMS... NO SPEECH BY THE MAYOR WHO ALWAYS PROMISES TO RELEASE ANY DRUNKS WHO RUN AFOUL THE LAW...

10 YEARS AGO.. JAN. 1943



NEW RULING ALLOWS CLEANER WITH CEILING PRICES BASED ON MARCH 1942 TO RAISE PRICES TO MEET THOSE OF ANY COMPETITOR WHO IS HIGHER.

MILITARY DRY CLEANING NEEDS VIRTUALLY SWAMP PLANTS IN MANY SECTIONS OF THE U.S.A... CONSIDERABLE VARIANCE IN PRICES IS SHOWN ON ARMY CLOTHING :

TROUSERS... 25¢ TO 35¢, SHIRTS... 25¢ TO 30¢
BLDUSES... 25¢ TO 35¢, TIES... 05¢ TO 10¢
FIELD JACKETS... 25¢ TO 45¢, HATS... 75¢
OVERCOATS... 60¢ TO 75¢, MACKINAWS... 50¢ TO 75¢
COVERALLS... 50¢, SLEEPING BAGS... \$1.75
BRAZZARDS... 10¢, FIELD CAPS... 10¢ TO 15¢
GARRISON CAPS... 75¢, CHEVRONS SEWED ON... 20¢ TO 45¢

... ONE CLEANER, FINDING MOST STAINS MADE BY MUD, GRASS, AND OTHER WATER-SOLUBLE STAINS, BEGAN ADDING PLENTY OF ALCOHOL IN WASHER WITH THE SOAP AND ELIMINATED MOST OF HIS MAIN 'BOTTLE-NECK'... SPOTTING!



INCREASE IN NUMBER OF PLANTS USING 'LOT' SYSTEM... WORK GOES THRU IN 'GROUPS' OR 'LOTS', RATHER THAN BY 'SINGLE GARMENT'.

WHY IS IT ?

JUST AS YOU'VE RESIGNED YOURSELF TO ANOTHER WINTER IN YOUR BLIZZARD-SWEPT LITTLE TOWN, ALONG COMES A DELUGE OF "WISH YOU WERE HERE" LETTERS FROM MORE FORTUNATE FRIENDS (IN OTHER LINES OF WORK) WHO CAN AFFORD THOSE LEISURELY VACATIONS IN SUNNY CALIFORNIA AND THE SOUTHLAND!!!



TODAY! "THE LITTLE SHOP AROUND THE CORNER"

Outstanding Features!

*Here's Riverside's Answer
To The Demand for a
Perfected Detergent for the*
**STRONG SOAP or CHARGED
SYSTEM OF CLEANING**

REE-TEX

Equally Adaptable in the "Batch System" of Adding Detergent to Each Load. No Separate Product is Necessary for Adding Water.

REE-TEX is Light in Color, Barely Tints Solvent and Just a Look Tells You When the Solvent Has Picked Up Dye or Other Impurities and It is Necessary to Distill or Treat the Solvent with Darco, Magnesol, D. C. Filtrol or other purifying powder.

- REE-TEX** works with ANY filter powder.
- REE-TEX** does not affect filter pressure.
- REE-TEX** does not affect proper functioning of a vacuum still.
- REE-TEX** works the same with petroleum or chlorinated solvents.
- REE-TEX** makes a long dilution emulsion for adding water and no separate product is necessary.
- REE-TEX** is non-rancid and cannot leave an objectionable odor.
- REE-TEX** which is left in garments improves the body, feel, finish and color of fabrics to an extraordinary degree.
- REE-TEX** cleaning will please your customers.

Write for the REE-TEX Folder

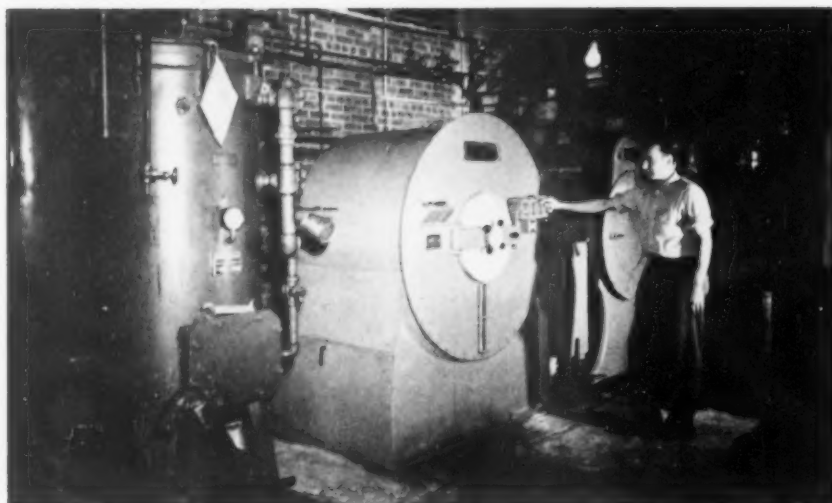
which supplies further information and simple instructions for using REE-TEX.

Oldest Exclusive
Manufacturer of
Dry Cleaning
Chemical Products
in the United States.

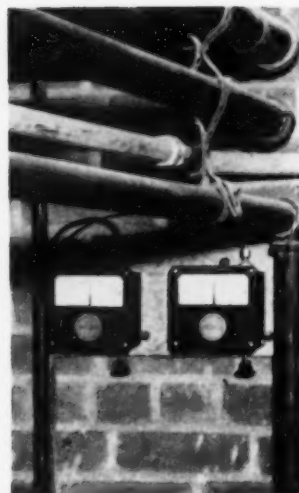
RIVERSIDE MANUFACTURING CO.

4919-27 CONNECTICUT ST., ST. LOUIS 9, MO.

RIVERSIDE



NICD GRADUATE Jerry Gise stands on new concrete showing floor space saved by new setup. It's enough for three more hampers of work



SOLVENT-LEVEL GAUGES are becoming necessity for plants using underground tanks in strong-soap circuits

One Man Wasn't Missed

when the 3 percent charge and washer-extractor cut the wetcleaning

by WILLIAM R. PALMER

LAST JUNE Hubert J. Nealy and Harold P. Gise bought a "package" for their Quality Cleaners in Sparkill, New York. That is, they replaced their conventional equipment with a washer-extractor and at the same time set up on a 3 percent charge with a clear rinse. So last week we dropped in for a "progress report."

Mr. Nealy doesn't know which gets the most credit, the equipment or the detergent, but he expresses great satisfaction with the results. In the spring season last year the drycleaner failed to show up one morning and has never been heard from since. Unable to find a replacement, the partners and Mr. Gise's son Jerry labored nights and weekends and managed to get through the season.

The new setup, installed in June, was well broken in by the fall season and all the bugs ironed out. As a result Quality breezed through a good fall business without ever missing the drycleaner and without overtime.

Wetcleans Way Down

Most dramatic difference was in the amount of wetcleaning the plant had to do. Last spring, two of the staff would start wetcleaning right after lunch and often not get through until long past quitting time, even with the aid of an open-end washer. This fall Jerry Gise or the spotter spent half or three-quarters of an hour knocking out a half-dozen wetcleans each day.

Jerry and the spotter were able to do the wetcleaning because, while both of them used to spend all day at the spotting boards, the spotting load had become enough easier to leave a lot of time for other duties. The principal reason for this was the almost complete elimi-

nation of "ringing" as a spotting-department problem.

Naturally, the washer-extractor has saved the operator considerable loading time. Mr. Nealy feels, too, that not having to tug at heavy solvent-laden garments not only saves the operator but also the fabric.

Dividends, Too!

An unexpected dividend to these plantowners was finding that although they now have two filters instead of one, the total time devoted to filter maintenance is actually less than it was with one filter under the older operating methods.

Another gratifying if upsetting dividend was confusion among the store girls. Over the years they have been carefully trained to examine garments and if they promised to need wetcleaning, the girls obtained a release from the customer right then and there. A special tag was always put on the garment to indicate that this release had been obtained, so that the wetcleaner could proceed without checking with the girls.

Now, Mr. Nealy reports, most of these garments are coming out of the cleaning unit with no indication left as to why they might have needed wetcleaning or special attention. This change was almost immediate last summer, but the girls can't get used to it. They're still getting releases and tagging garments "just to be on the safe side." Actually, there is a slight problem of re-educating them as to what still will need wetcleaning.

The real test, of course, will be the coming spring season. The owners of the Sparkill plant are sure it won't resemble the madhouse of last year, even without that extra man. # #

my adjusta-form Reduces Finishing Costs with production



One operator handles a mixed run of suit coats, dresses, short jackets and overcoats on this single machine.

No delay in changing forms. All controls are accessible after the garment is placed on the form.

Adjusta-Form restores shape, removes wrinkles, gives a soft, new appearance and finishes rolled sleeves. New or old employees quickly become skilled operators. Finishing is simplified, while at the same time greater production and quality is attained.

Adjusta-Form

See your jobber for a convincing demonstration.

Meet those rising costs in the dry cleaning industry with more production and more profits. It's the Adjusta-Form for production.

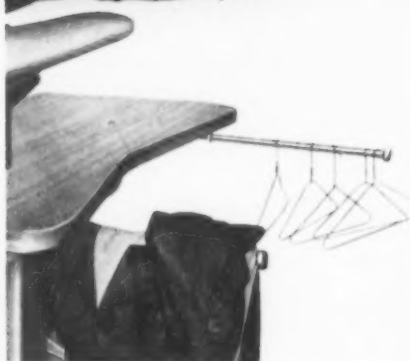
ENGINEERED AND MANUFACTURED BY

WICHITA PRECISION TOOL CO., INC.

450-E NORTH SENECA

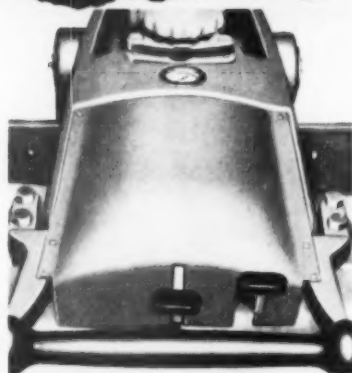
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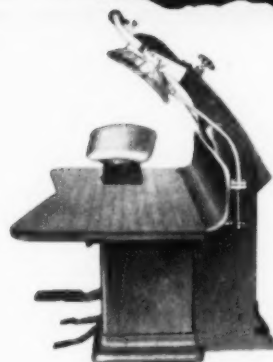
slide-out garment rails

Saves you steps! Take unpressed work from rail at one side. Take hangers from rail at other side for finished work. Rails are polished, corrosion-resistant metal.



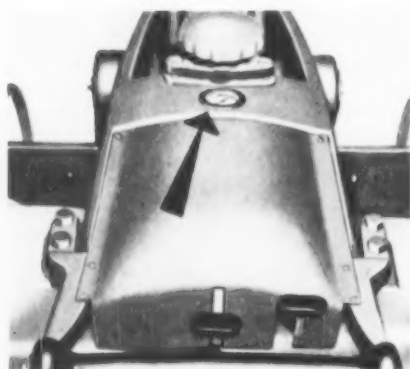
cooler to operate

You're protected from radiated heat by a cover plate that shields the press head. Heat is deflected to side and downward... your face and chest stay in the comfort zone.



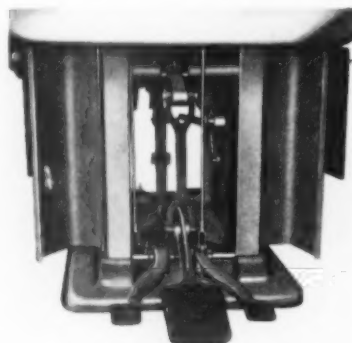
curved backboard

The backboard is full length and curves smoothly into the table top. Easy to keep your work area clean. No corner for dust, pins or other clutter to collect.



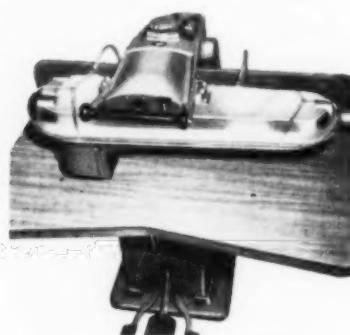
right heat for all fabrics

Heat indicator built right into head support tells at a glance when temperature is right for heat-sensitive synthetics, as well as for woolsens. Ends guesswork—reduces touch-ups.



easier to maintain

Doors at front and side of frame are hinged to swing open and close securely. You have easier access to lever system. Head valve is new, simplified packless design.



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Easy-to-clean plastic surface that can't scratch, stain, snag, splinter or burn. Buck support is recessed... clear work area. Table support is longer—no sag or tip.

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The New Synthetics — what are their qualities?
— what are their shortcomings?
— how important are they today?
— what is their future?

A survey of the

Performance and Potential of Man-Made Fibers

by DR. W. E. COUGHLIN

Director of Textile Laboratory, Good Housekeeping Institute

From an address at the Fabrics Meeting of the Fashion Group, New York City, October 21, 1952

FASHION AND THE PERFORMANCE of the fashion are the two basic influences in the clothing field. Fashion, concerned with color, texture and styling, naturally is of prime importance. Too frequently, I think, we who are in the technical end of the business do not fully appreciate what the fashion people do for us, because the most serviceable item in the world would not be worth a darn unless it was fashioned right.

By the same token, those in the technical end feel that sometimes the fashion people do not fully appreciate the need for service qualities. Actually, in a successful promotion of clothing there should be, and usually is, a happy balance between service qualities and fashion.

Before we discuss the fundamental properties of the man-made fibers and the influences which make or break fabrics on the market, let us look at the consumption figures of all types of fibers.

Fiber Consumption—1951

<u>Fiber</u>	<u>Pounds</u>	<u>Percent of total</u>
Cotton	4,908,000,000	71.00
Wool	489,000,000	7.10
Silk	6,000,000	.01
Rayon and acetate	1,276,000,000	18.50
Other man-made fibers	210,000,000	3.10

Note that "other man-made fibers" constitute only 3.1 percent of the total production. And when one realizes that out of this 210 millions of pounds approximately (and this is a good guess) 150 millions of these pounds were in nylon—that leaves but nine-tenths of one percent for the newer man-made fibers other than rayon, acetate and nylon.

Naturally, all of the producers of these newer man-made fibers are planning expanding production. So 1952's figures for man-made fibers other than rayon and acetate will, of course, be higher. It is with that thought that we are looking forward to the future, based on the performance of these fibers, limited in quantity as they have been to date.

Now, what are these fibers? Rayon, acetate, nylon, Acrilan, dynel, Dacron, Orlon, Saran, X-51, American Cyanamid's yet unnamed fiber, and Vicara.

Bear in mind that these are only fibers, or yarns, and their use in any given fabric or construction is by no means an assurance of quality. I think we all should realize that **many factors of prime importance enter into the performance of a fabric, and fiber content is but one of these five most important factors.**

Five Factors in Fabric Performance

1. Fiber type. Naturally, the performance of the finished fabric is going to vary with the use of a hydrophobic fiber versus a hydrophilic one (one that absorbs water and one that doesn't), and one that is thermoplastic (set by heat) and one that is not. The fiber content, alone, however, is by no means the whole story.

2. Fiber form. Almost all of these man-made fibers, I believe, with the exception of Vicara, occur in both filament and spun or staple form. Filament yarns are made from endless filaments, many miles in length, thereby producing a very smooth yarn. Staple fibers are inches or fractions of inches in length. Therefore, they produce a fuzzy type of yarn and the fabrics made from them are usually referred to as spun fabrics.

Then, of course, there are such variables as the denier (size) per filament. You can have coarse fiber, either in the filament or the spun form, thus again altering the performance of the fabric from the standpoint of fiber constitution alone.

3. Yarn construction. Here we could have a loose twist or a tight twist. We could have plied yarns or slubbed yarns. These factors all have their influence on the ultimate performance of the fabric.

4. Fabric construction. We can have open or tightly-woven fabrics or, for example, twills. The fabrics could be knitted or woven or napped. Or they could appear

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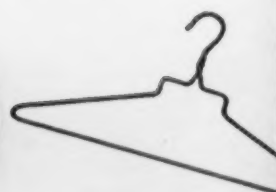
Scientifically designed to create a cushion of air at neck and shoulders, thus fully protecting the final pressing operation. Self-sealing. No pins or staples required. Cannot fall off hanger. Quick simple to use. Available with individualized advertising message.



Keeps ties safely protected over Ti-Rak. Fine quality, heavy white kraft with sales-compelling message.

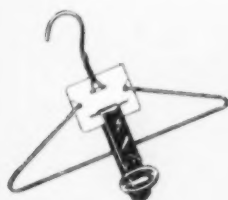


No lint rubs off. Standard and deluxe styles. Slotted ends fit all standard size wire hangers. Holds trousers smooth.



GARMENT HANGERS

Non-Shift is the original square top wire garment hanger. It is stronger to hold all types of women's and men's garments. It anchors the garments in properly centered position, protects careful finishing and holds proper shape at all times.



Holds belts or single neckties firmly in place without pins by locking securely in place over hanger hook.



Allows easy separation of garments on racks, either alphabetically or numerically. Hangs on racks just like garment hangers.



COLLAR SUPPORT

Greater operator output is easy with this amazing collar support that prevents distortion and breakdown of collar. It is quickly inserted inside the collar band to remain in four-way, locked position.

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in many other different forms, all important factors in the performance and appearance and fashion-rightness of the fabric.

5. Finishing. This is probably the most important part of the fabric picture. Is the material in question preshrunk? Are the dyes fast to various fading agencies? If it is a spun fabric, has it been sheared or is it of the very fuzzy type? Is it napped or is it embossed? All of these finishing factors, whether they be special finishes for water repellency or crease resistance and the like, enter into the performance of the fabric.

So I think we should begin to realize that the **presence of one fiber or another is by no means the story of a fabric's performance**, and that these four factors, other than fiber content, are equally important and have a lot to do with performance and use.

Basic Properties of Man-Made Fibers

Fortunately, the man-made fibers are not all so dissimilar that we have to remember a separate list of properties for each of them. In fact, many of them have a very close similarity in their fundamental properties.

1. Thermoplasticity. With the exception of rayon and Vicara, all of the man-made fibers are thermoplastic. This thermoplasticity, of course, means that they can be molded by heat. As a result, most of these thermoplastic yarns contribute durable crease resistance as well as durable or permanent types of pleating to the fabric in which they are used, depending upon the percentage of the thermoplastic fiber used.

If any of these fibers are used in any great percentage in the fabric, we observe the same rules that we have followed for years in the handling of acetate, so far as finishing is concerned, ironing and the like. **It is desirable with all of these fibers to iron on the reverse side of the fabric**, and to prevent glazing as much as possible. Only dynel and possibly Saran have such low melting points that fabrics made entirely of these fibers should not be ironed with the conventional irons now on the market.

It has been my observation that manufacturers using these fibers blend them in such a way that the lower softening point of the yarn is compensated for by a non-thermoplastic fiber, used along with it. Or, when the thermoplastic fiber constitutes 100 percent of the fabric, the fabric is used in garments that require no ironing.

Many of these fabrics made from thermoplastic yarns may be heat-set, so that their dimensional stability is increased considerably. The classic example, of course, is nylon, and nylon fabrics must be heat-set. That is not a necessity but often a great help with the other thermoplastic types of fabrics.

2. Low moisture content. This is another common property of all these thermoplastic yarns. They absorb but very little moisture under any set of conditions. As a result, they are quick-drying. That property may be somewhat of a handicap, since in some instances absorbency is desirable in the fabric in question, as in intimate attire.

Fabrics made of thermoplastic yarns vary in absorbency, depending upon whether they are made of filament yarns or spun yarns.

When we have thermoplastic fabrics made of filament yarns, there is but little total surface compared to the same amount of yarn used in spun-yarn fabrics. In

the latter we have protruding fibers which present a much greater surface to the moisture that is available to be absorbed. As a result, because of physical constitution alone, a spun-yarn fabric will hold much more moisture than the filament-yarn fabric of the very same fiber content.



"O.K., O.K. How big an account did you land?"

However, a spun-yarn fabric made of these hydrophobic fibers will not by any means match the absorbency of wool or cotton, rayon or Vicara, where the absorbency is very great, compared even to the spun-yarn fabrics made of the thermoplastic types of yarns.

3. Limited stain resistance. Many statements have been made about the non-staining qualities of these new fibers and, theoretically, that is correct. I believe sometimes that we are too prone, from a flashy demonstration, to conclude too much about the properties of any given fabric. The public sometimes thinks that if we use some of these new man-made fibers of the thermoplastic type, stains are going to go out of business, or that all you need to do is to dampen your handkerchief in a little water and clean the garment with that.

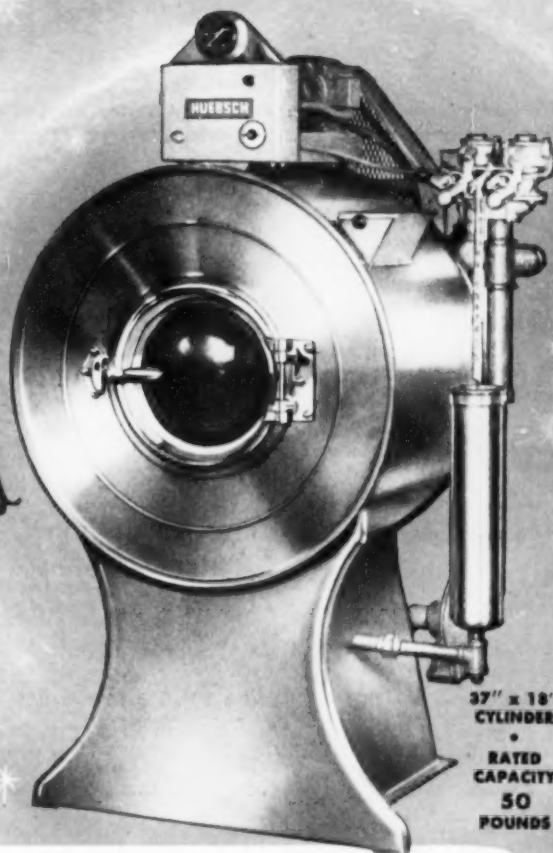
Actually, low-moisture content or low-moisture absorbability in any fabric means that water-soluble stains, like fruit juices and water-borne stains (such as most foods not containing grease), will not be absorbed very readily. But by no means does it mean that these fabrics won't stain quite thoroughly when they come in contact with non-water-borne substances.

Work which we have done on shirts made of some of the new man-made fibers indicates that at the collars and cuffs—particularly at the collars, where something more than plain water has stained the fabric, especially body oils and greases—the stains there are much more difficult to remove. This is especially true if the stain has remained in the fabric for a week or more. The stain removal is much more difficult than the corresponding stain removal on the hydrophilic type of fiber, such as cotton, rayon, wool and Vicara. In other words, **the greasy types of stains are more difficult to remove**.

(Continued on page 58)

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CYLINDER
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The World's Finest OPEN-END WASHER ...by



● Here is a *washer* you know only Huebsch could make—for only Huebsch has the experience and engineering background gained from producing more open-end tumblers than all other manufacturers combined.

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EXTRA!

The Adco News

Manufacturing Chemists Since 1908, Sedalia Mo., U. S. A.



Adco Research Scores Again

ADDITIONAL ADVANTAGE TO THE "MAKE-UP" OF NEW LIGHT-COLORED DRI-SHEEN

The "make-up" of *new light-colored Dri-Sheen* now insures you of normal still and filter operation. Foaming over of stills and unnecessary pressure on your filters are now things of the past! Thanks to this wonderful new advance made by Adco chemists and incorporated in the *new light-colored Dri-Sheen*.

Adco, AND ONLY ADCO

... has the famous Humidity Control Chart for balancing and controlling moisture in your dry cleaning. The Adco Humidity Control Chart takes the guesswork out of moisture usage, enables you to use large amounts of moisture, assures you perfect cleaning every load! Eliminates shrinkage, eliminates wrinkling, eliminates damage claims arising from incorrect, excessive use of moisture! Remember, Humidity Control Charts furnished free, at your request!

NEW "PATENTED INGREDIENT" ADDED

As a result of extensive research and testing, the addition of a new patented ingredient has been made to the light-colored Dri-Sheen formula insuring your cleaned garments of a much softer feel and a brighter, more lustrous appearance.

In these days of so much importance being placed on texture and feel by fashion and the dry cleaner's fashion-following women customers, a softer, more resilient feel in the hand and brighter, more glowing colors turn into a terrific selling point for building repeat business for the individual cleaner.

NOW MORE ACCURATE FATTY ACID TESTS

With the use of *new light-colored Dri-Sheen*, fatty acid tests of your solvent are more accurate because your charged solvent is normal in color. Consequently, you are able to see change in color as soon as it occurs. No more faulty fatty acid readings and their resultant troubles.

YOU USE GREATER AMOUNT OF MOISTURE SAFELY

Thanks to *light-colored Dri-Sheen's* ability to carry double the amount of moisture, you can use a greater amount of moisture—*safely*. You save tremendously on the amount of wet cleaning needed — you get much, much greater soil and stain removal than has been possible in the past with other charged soaps or detergents.

DON'T TAKE OUR WORD FOR IT!

Here's how to get proof positive of the fabulous *new light-colored Dri-Sheen*: write, call or wire collect and we will have our dry cleaning engineer in your area come into your plant and prove at no cost to you and with your present equipment that the *new light-colored Dri-Sheen* more than fulfills our claims!



The *Adco* News

EXTRA!

with **NEW** Light-Colored **DRI-SHEEN!** Main Objection to the Charged System Eliminated by Adco's Chemists!

Charged solvent now normal in color—no more cleaning in dark gas that tends to cause dinginess in light-colored fabrics. Even more important, *new light-colored* Dri-Sheen gives many exclusive advantages such as doubled moisture carrying properties; a new patented ingredient for softer feel, brighter look; normal still and filter operation; more accurate fatty acid tests; perfect operation in either petroleum or synthetic solvent units.

LIGHT-COLORED DRI-SHEEN IS VERSATILE!

Works perfectly in either petroleum or synthetic solvent units!

Easy to see that new light-colored Dri-Sheen will be the talk of the dry-cleaning industry. Easy to see why, too, when in addition to all its other virtues, it also has versatility like this! Yes, with *new light-colored* Dri-Sheen you get "perfection dry cleaning" no matter which you use—petroleum or synthetic solvent units.

MOISTURE-CARRYING PROPERTIES MORE THAN DOUBLED!

In the *new light-colored* Dri-Sheen, the moisture-carrying properties have been more than doubled with the resultant beneficial effect of enabling the dry cleaner to use much more moisture, at the same time practically eliminating wrinkling and shrinkage.

NEW LIGHT-COLORED

**DRI-SHEEN
PROCESS**
Food for Fabrics

(Continued from page 54)

in many instances, than would be the case on the hydrophilic types of fibers.

4. Permanent-pleating potential. Another important property that all of these thermoplastic fibers have in common is their ability to take on permanent pleating, if sufficient heat and pressure are applied.

Along that line, I would like to show you a dress made entirely of two different thermoplastic fibers. This was laundered only by hand. You can see that there is a very durable permanent pleating on the right side, and on the left side, under the same treatment, the pleats have come out almost entirely. This example just proves again that the presence of the fiber alone is not enough to insure performance, but that other people enter into the act, too, so far as guaranteeing performance of the finished product is concerned.

In this instance I venture to say that in the pleating process, instead of putting through one section of one thickness of fabric at a time, in order to speed the operation and lower costs four or five different thicknesses were pleated at the same time. Naturally, the pleating job is not going to be as good with four or five fabrics being pleated as with a single one.

I know that fiber producers cannot police the industry to make sure all these operations are carried out right, but we ought to let the people who are using our fabrics know that they are not so miraculous that you can mishandle them and still get good results. Everyone has to do his part along the line to make the operation work correctly.

The permanent pleating, of course, can be carried out with blends, even though as much as 50 percent of the blending fiber is not of a thermoplastic type, such as 50-50 wool and Dacron. Any of the thermoplastic fibers can be blended, but there is a minimum limit to the proportion of the thermoplastic fiber that must be present to get permanent pleating.

5. Wrinkle resistance. Almost all of these thermoplastic fibers have good resistance to wrinkling. That is because wrinkling is due as much to absorption of moisture as to anything else; in other words, a damp fiber will crease much more readily. Since all these fibers have low moisture absorption, we naturally can expect wrinkle resistance to follow.

Again I want to emphasize that these fundamental factors that I mentioned earlier still have an important influence. You can get first-class wrinkling in many of these fabrics, depending upon the construction of the fabric and the construction of the yarn, as well. But in general, comparing comparable constructions, they have very good wrinkle resistance.

6. Dimensional stability. Fabrics made from these fibers have very good dimensional stability. Again, that ties up with the fact that they are not affected to any great extent by water, so far as their tensile strength and general physical properties are concerned.

7. Effect on body temperature. Another question that is often discussed is the warmth or the coolness of fabrics. It would be convenient to generalize that all fabrics made from these fibers are either warm or cool. But again fabric construction and yarn construction enter the picture.

It has been well-proven, during the past war especially, and brought to the attention of many people, that the warmth of a given fabric is dependent primarily

upon the number of dead air spaces between the fibers. Hence if you get any type of fiber that will create dead air spaces and give you a fluffy, fleecy surface, you will of necessity have produced a warm fabric because dead air is a good insulating medium.

On the other hand, if you take the same fibers that have produced a really warm fabric when in fleece form, for instance, or in the form of blankets, where many of the newer thermoplastic fibers are being used, but use them in filament form, you have something not too good as an insulator. The fabric can be cool depending upon how porously it is woven.

By the same token, these thermoplastic or hydrophobic fabrics, even when in fairly open construction, are considered by many people to be quite uncomfortable in the summertime. This is due to the fact that they do not absorb moisture. When in close contact with the body they will allow perspiration to flow directly on the body without absorbing the moisture and dissipating it through evaporation.

8. Miscellaneous properties. The thermoplastic fibers have other important properties. They are mildew-resistant and resistant to moths. Most of these fibers have good resistance to sunlight deterioration. Probably best known for that property is Orlon, the acrylic fiber. I venture to say that Acrilan, which is basically or chemically almost identical with Orlon, will also have great resistance to sunlight deterioration.

Fabrics made from these yarns also can be washed or drycleaned, depending upon the construction of the fabric and the construction of the finished garment. In general, they have good abrasion resistance, as measured in the laboratory abrasion machines.

Shortcomings of Man-Made Fibers

Many people have complained about the static effects that occur in fabrics made entirely of hydrophobic yarns. Where wearing apparel is concerned that can sometimes be embarrassing, especially on cold, dry winter days, as you women undoubtedly know.

Also, static properties make possible the ready absorption of dust, as compared to the non-static fabrics.

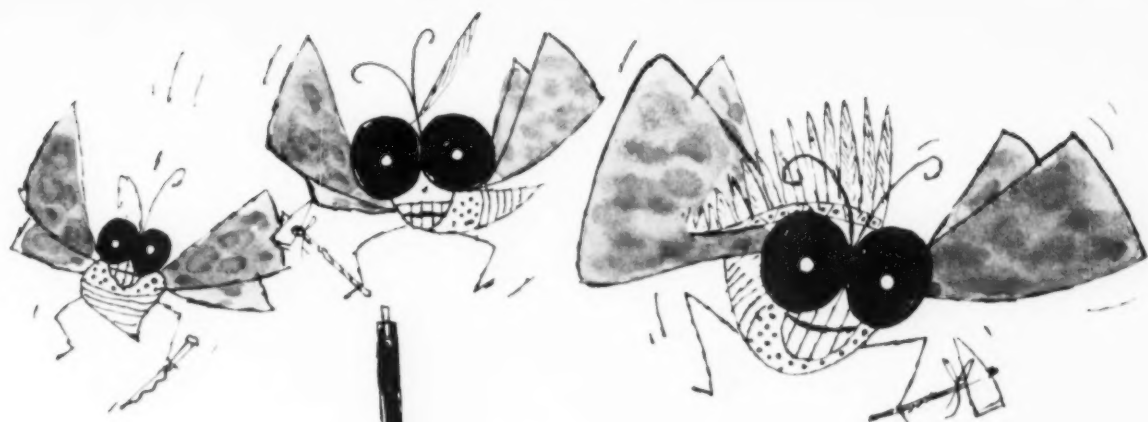
Lack of absorbency I have already mentioned as a handicap for certain end uses, but of no concern in others.

A good deal has been said about the contention that many of these new blended fabrics, especially those with hydrophobic fibers blended with hydrophilic, such as wool and Orlon or Dacron or dynel, are unsatisfactory. I have heard responsible people say, on the basis of but little information, "Oh, you can't blend a type of fiber that will absorb a lot of moisture with one that won't, because you will always get pilling."

To determine the facts about that contention we at Good Housekeeping purchased a number of garments of different blended fabrics. We found out, as might be expected, that the construction of the fabric has much more to do with the matter of pilling than does the fiber content or the blend in question.

Not so long ago I returned a very fine Shetland-type of sport coat to a manufacturer, because the pilling was so bad that it was unwearable. I am not saying this in any way to be critical of wool, but rather to show that wool, too, can pill, depending upon the construction. I have other wool sport coats that have never pilled in use over years. This one did, after a very few wearings.

(Continued on page 60)



**"Don't shoot
till you see the whites of their eyes"**



Good advice, but for a really effective way of making those pesky moths bite the dust try MONITE! It's sure-fire moth protection... always a customer-clincher... and yet it costs the cleaner so little. Only 1½ cents per average 3 lb. garment... and it's applied in the wheel, no extra labor or equipment required.



Adco, Inc.

Manufacturing Chemists Since 1908
Sedalia, Missouri, U. S. A.

(Continued from page 58)

New Equipment for New Fabrics

The manufacturers of pressing equipment for the handling of fabrics made of the newer blends have been giving thought to production problems, both in cutting-up plants and in drycleaning plants. Some of the clothing manufacturers working with fabrics of thermoplastic yarns have experienced considerable trouble in pressing suits made of these spun fabrics, especially in the dark shades. The manufacturers of pressing equipment have recognized this problem of "shine," and have been working on it for nearly two years.

Two main factors influence the production of shine. One is the uneven distribution of the steam as it comes through the press head. As the steam comes through lit-

tle jets, spaced about an inch apart, it usually goes through a perforated screen. But most of the steam is concentrated in one small area, and as a result spotting of the fabric frequently occurs. As a result manufacturers introduced baffle plates made of copper screening between this jet of steam and the head that comes in contact with the fabric. But that didn't answer the problem.

The newest plate, which is ingeniously designed to go inside of the press heads, not only dissipates the steam over the entire head of the press, but also cools down the steam to such a degree that the fabric is not overheated, thus making it much less susceptible to glazing.

A new type of grid surface has also been developed which is vastly superior to any ever used before from the standpoint of preventing shine. In the past gabardines made entirely of wool have always required a second pressing, using a damp cloth, after the original pressing of the seams.

I venture to say this extra pressing operation will no longer be required because pressing-machine manufacturers have experimented with the new fabric blends and have produced machinery to handle them.

Future of the New Fabrics

In the long run, fashion authorities and the public will decide whether or not a fabric will be successful.

Of course, price is also a factor in the merchandising of fabrics made from new fibers. They are generally higher-priced than the bread-and-butter fibers, rayon and acetate. We can, however, look for lower prices if the newer fibers on the market follow the same price trend as their predecessors.

Great emphasis has been placed by the producers on the service qualities of these new fibers. Not very often do we see claims made that the fabric in question is better-looking than silk or better-feeling than wool. Rather it is stressed that certain service qualities have been contributed to the fabric, such as permanent pleating or lower cost of upkeep, as exemplified by the washable pleated dress I showed earlier. Lower cost of upkeep, as offered in many different constructions of garments and fabrics by these new blends with the better-known fibers, is a very important factor to many women.

These blends, of course, permit the production of a great variety of fabrics. We now have the washable fleeces, for instance, that were unheard of in the past. No one can deny that their washability is a very im-

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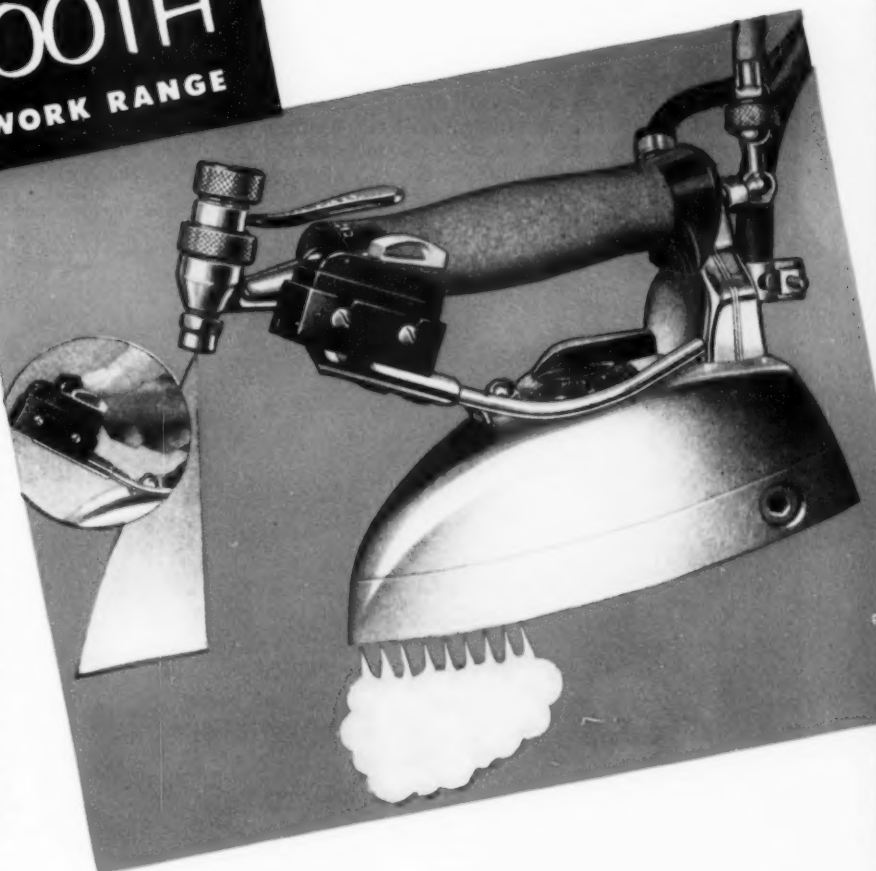
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OVER A WIDE WORK RANGE



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The Chamber Assembly includes Pilot Light, Switch, plug-in connection for

Iron and fully-tested, fully-proved Magnetic Valve Control (Assembly for Cissell Steam-Electric Iron with Electric Thumb Control and Water-Spray Gun includes Condenser.)

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portant factor so far as the cost of upkeep is concerned.

I have already mentioned wrinkle resistance, contributed to fabrics as a result of the use of these newer, hydrophobic fibers.

The wear-test data on garments made from these fabrics are quite incomplete at the present time. I certainly would be sticking my neck out far if I tried to say that all these fabrics are going to wear forever, just because a laboratory test shows they are very resistant to abrasion.

However, to show one important property, I have here a seersucker fabric made of 60 percent filament Orlon and 40 percent cotton. The Orlon is in both warp and filling. In a demonstration I saw a suit of this seersucker thrown into the conventional washing machine and taken out just before the extractor started.

The creases were still in the arms and in the trousers. You'd never know the suit had been laundered when it dried out, in a period of about six to eight hours. It required no pressing!

But, I thought, what about the wrinkles that come in actual wear? To find out, I got a suit of this fabric. This was laundered three times in a conventional washing machine, and never pressed. Worn 17 times, and knocked around in the hottest days in summer, in trains and airplanes, the suit, right now, actually looks about as good as the conventional seersucker does within minutes of the time it comes from the cleaner or laundry.

Now, this is a real service quality contributed by virtue of the thermoplastic yarn, typical of many others that could be used in the construction, which gives real low cost of upkeep to this particular item. There will be many others made like it, I presume.

The fact that we have had to discuss so many factors today—with emphasis on construction details of the yarns and the fabrics, as well as finishing—indicates that we can no longer accept fiber content alone as the criterion of quality. As these new fabrics made from the different blends of fibers are brought out, it behooves the manufacturers of both fabrics and garments to have really worthwhile test data available before they place their products on the market.

Actually, the new fibers are not in themselves going to mean too much to the public, or to the salesperson. It seems apparent that we have to mention not only the fiber content but also the performance qualities of the fabrics and garments. Otherwise, the salesperson and the public will be at sea trying to make sense of names that are so new.

A good job of selling, therefore, will require that we do more labeling and more efficient labeling, as distinguished from fiber identification alone. **Fiber identification is not going to be a worthwhile guide to anyone. We need rather informative labeling that will tell how the fabric or garment in question can be taken care of, and why the blend in question is used.** As an example, one fiber for beauty, another for absorbency, and another for crease-resistance, if three or four are used.

In summary, I believe we have to think not so much of miracle fibers but of fabric production and what the industry will do with these new fibers. The progress made with man-made fibers in the comparatively short time they have been on the market is truly phenomenal. But, again, let's not forget that many factors other than the fiber content alone are involved. # #

NO HEAT — GREATER FLUSHING POWER. The new Bill Glover Fluid Spotting Unit atomizes a combination of compressed air and any fluid. It has just as much flushing and penetrating power as steam, without heat disadvantages. You can remove spots that steam can't, because you can continue flushing.

PRE-SPOTTING Mix soap, solvent and water, then pour mixture into tank. (Proper mixture of any products supplied on request). Pre-mixing increases production over 25%, because it permits one shot operation instead of steaming first and then spraying with soap. Soil removal is more effective, because pre-spotter is flushed through—not just sprayed onto spot. Hanging and drying time is eliminated. No more rings—with pre-spotter covering wetted area. The entire operation is performed with fluid at room temperature. You can count on better than 90% removal of oil- and water-soluble spots—and you actually save on Pre-spotting Soap.

FINISH SPOTTING Use water only. Though the new "no heat" Glover Unit does more than steam alone, it can be combined with steam, from the spotting board, by a simple connection, to activate chlorine, peroxide and sodium bleaches. Steam may be used on light

perspiration but the Fluid Unit is better for heavy perspiration as continuous flushing may be followed without heat damage. The new unit is particularly effective in spotting synthetic fabrics in which perspiration is mixed with sizing. Unidentified spots can be flushed without worrying about setting stains or bleeding colors. Also ideal to flush out rust removers, acids and hydro-sulphite bleaches which have a bad reaction to heat. The average spotter will find the new unit so superior he will use it 80% of the time—steam only 20%.

OTHER USES. May be used to spray sizing, flame proofing, moth proofing and other solutions with better penetration and distribution than heretofore possible.

ELECTRICALLY CONTROLLED Operates with push button switch on the gun—complete freedom to step on spotting board pedals or to step away from board for slick rail spotting. Controlled mixture of air and fluid. Tank is connected to compressed air line.

THOROUGHLY TESTED Bill Glover engineers have tested the new Fluid Spotting Unit in a number of plants, and under varied conditions, for over a year. The unit now is presented as the greatest improvement since Bill Glover introduced steam spotting.

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FIG. 1. FIRST LAY, left sleeves of two shirts. Second lay is collars with exposed sides up



FIG. 2. THIRD LAY, right tops of bosoms

How to finish

22 Rayon Shirts Per Hour

by using the hot-head press

by GENE BENNETT

ALMOST DOUBLED PRODUCTION, achieved by using the hot-head press, is permitting Brent Cleaners in Pittsburgh, Pa., to turn out a large volume of rayon shirts in season at 35 cents each. Operators are finishing the sport shirts at the rate of 22 per hour.

Previously Brent's, a chain-store operation with 44 outlets, finished the rayon shirts by hand, obviously a more expensive operation. The successful switch to the hot-head press was made a few years ago.

In describing the operation Sam Marcus, production manager, said he preferred the manually operated press



FIG. 3. FOURTH LAY, right sides. Note opposite lays on both sides

to a power press. In his opinion the power press has a tendency to glaze the shirts and even melt them sometimes.

Shirts come to the operator already dry. Steam from the buck is usually sufficient, but the spray gun at hand's reach is frequently used. About 80 pounds steam pressure is used.

Two shirts are done at the same time. The photographs and captions describe only "half" of the operation, which is repeated for the remainder of the shirt in the same manner. # #



FIG. 4. FIFTH LAY, backs from right side seams. Seam position is varied according to size of shirt



FIG. 5. SIXTH LAY, shoulders to tails on one side, pulling shirts toward operator to get other half. Remaining lays on left side are reverse of third and fourth



FIG. 6. LEFT CUFFS. "Barrel edge" is made to remove the crease

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The amazing process for better garment-finishing through injecting into the steam life-giving essential textile oils

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Result: No more stubborn, dry wrinkles—faster production—magnificent quality finishing—increased volume—more satisfied customers for you

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Static Affects Water Repellency

Elimination of static charges gives best results

by **RALF B. TRUSLER, Ph.D.**

Director of Research, Davies-Young Soap Company

IN APPLYING WATER REPELLENTS drycleaners have often been puzzled by variations in results. An excellent water-repellent surface is obtained one time yet, under seemingly the same conditions, the solution becomes ineffective at another time.

This phenomenon has now been traced, after months of research, to a definite source—*static electricity*.

This discovery explains why drycleaners have been dissatisfied with water repellents. Now that the cause of the variations is known, steps have been taken to insure better results with present products.

What causes static electricity in a drycleaning plant?

Solutions of waxes and resins in petroleum solvents become charged with static electricity. These charges may be positive or negative. The degree and character of electrification varies with the solutions and with the conditions under which the solutions are used. A solution may become electrified by a number of mechanical means. Simply pouring the solution from one container into another can cause a charge.

Fabrics are easily electrified by the simple process of handling. A woolen sweater or dress becomes charged during the act of dressing or undressing; a nylon garment becomes highly electrified when it is drawn across a woolen blanket or another type of fabric.

Garments that have been drycleaned and placed or stored in a basket or hamper also attain some degree of electrification. This is caused by merely removing the garment from the others in the hamper.

The amount of electrification of both the solvent and fabrics can be accurately determined. The amount of water-repellent coating deposited on fabrics in a dry solution varies with both the type of fabric and the degree of electrification.

One example will illustrate: A piece of cotton fabric, with a positive charge, is immersed in a negative charged solution, then dried and ironed. It attains a good water-repellency rating. A reversal of the charges or an equalization of the charges generally results in no water repellency.

These same confusing circumstances have been observed with some waxes and resins frequently used for water-repellent purposes.

Some exceptions have been noted. Certain fabrics obtain a fair degree of water repellency when both liquid and fabric have the same kind of charge. This charge can be negative or positive. Evidence, however, indicates that the charges are not *exactly* equal, so that one is positive and the other slightly negative.

For example, a fabric and liquid are both positively charged. If the fabric has a larger amount of the positive charge, the liquid exhibits a negative condition in relation to the positively charged fabric.

Circumstances surrounding the placing of static charges on fabrics are not easily regulated. Furthermore, statically charged fabrics and solutions are haz-

ardous in drycleaning operations where combustible and inflammable liquids are in use.

How can static charges be eliminated?

The solution to this problem lies in disposing of the static electricity. Patents are now in process for different methods of obtaining these results, which have been accomplished by intensive research.

Research has shown that when both solution and fabric have zero or ground potential (no static electricity), uniformly good results can be obtained by simple immersion of fabrics in the solution.

Dry solvent and dry waxes dissolved in the solvent are good insulating materials. They do not readily conduct nor lead away static electricity. It has been demonstrated that a dry-solvent solution in a glass container can hold a static charge for long periods of time.

One demonstration proved that static electricity can be eliminated from both fabric and water-repellent solution by exposure to radiation from radioactive elements and ultraviolet light. This elimination of static of course improves the water repellency.

The best method for obtaining a good water-repellent surface is to make the solution conductive so that, when fabrics are immersed, the static electricity is nullified. This is accomplished by adding a conductive agent to the solution. Among these agents are nitrogen compounds, solutions of organic salts, and hydrated quaternary ammonium compounds.

What the tests demonstrated

In one test, a piece of khaki poplin 8 inches square was dipped in a water-repellent solution without a conductive agent. A similar piece of poplin was dipped in a solution with a conductive agent. The two pieces of cloth were simultaneously and equally extracted and dried. The cloth treated in the first solution had a water-repellency rating of 40 percent while the one treated in the second solution had a rating of 90 percent.

In another test, a resin and wax were dissolved in a Stoddard-type solvent. An 8-inch square of khaki poplin was immersed in this solution. Another solution was made but a different conductive agent was added. Again, a piece of khaki poplin was dipped in the solution. Both pieces were extracted and dried. The cloth treated in the solution without the agent had a water-repellency rating of 70 percent while the one immersed in the solution with a conductive agent had a rating of 100 percent.

Many other tests were undertaken. In all cases, comparable results were achieved.

This research had definitely proved that at least one problem of drycleaners has been solved. No longer will there be such wide variations in using water-repellent solution. Uniform, consistent results are now assured. #



***Boss of
his neighborhood!***

And in the drycleaning business it's the Detrex owner that's boss of *his* neighborhood. The reason is a simple one: the Detrex Process offers you more profit-making, business building advantages than any other make of equipment! Let's consider just two of them . . .

FAST SERVICE IS A DRAWING CARD. And the Detrex Process enables you to feature fast service, maintain fast service . . . and make a handsome profit on fast service! That's a fact proved by hundreds of Detrex owners. By featuring it, you will draw in new customers who need a garment cleaned in an emergency . . . and once they are drawn away from their present drycleaner, most of them become customers on a regular basis thereafter. We can show you case after case where Detrex owners have used this drawing card in new locations and have been able to build large profits in just a few months as a result.

DETREX QUALITY KEEPS THEM COMING BACK. Detrex cleaning quality has always been an outstanding feature. Now, Detrex provides you, at your option, with the two-bath, super-strong soap method . . . the only practical means of using 3% to 4% strong soap-solvent solution. Users unanimously claim it absolutely cannot be paralleled for cleaning quality. They report that hand spotting is reduced to

a minimum, wet cleaning is the exception, and general cleaning quality is remarkably improved from every standpoint. Customers actually can see and feel the difference. . . . That's the kind of quality that keeps 'em coming back. The cycle, which consists of cleaning in a soap-solvent solution followed by thorough rinsing in clear solvent, is automatic and adds no time to your running cycle.

Add to these important business-builders the battleship construction of Detrex equipment, record-setting low solvent consumption, fast production which gives you four loads of clean clothes per hour, and many other features. The result is a profit picture that can't miss . . . a value picture that can't be beaten in the industry. Get the whole story now for a profitable, secure business future. All you have to do is fill out the coupon on the back of this page or drop a note to DETREX CORPORATION, Box 501, Detroit 32, Michigan, Dept. E-5



DETREX

The Process that Shaped the Industry

Synthetic DRYCLEANING News

PUBLISHED BY
DETREX CORP., DETROIT 32, MICH.

FAST SERVICE—FAST SUCCESS



SHOP: Versaille French Cleaners.
ADDRESS: 117-15 Liberty Avenue, Richmond Hill, Long Island, N. Y.
LOCATION: Under elevated—middle of block—one block from station—lower middle class neighborhood.
PROPRIETOR: Eugene Grandis.
EQUIPMENT: Coronet and Synth-O-Saver.
WHY BOUGHT: Simplicity of operation, more production—better quality work. Features he discovered by handling other machines as well as Detrex.
TYPE OF OPERATION: 3-hour service.
INSTALLED: November 6, 1951.
TURNOVER: Volume has increased sufficiently to open a new location.
FUTURE: A third location is being considered.
BACKGROUND: 26 years old—ex G.I.—served in Pacific for two years ('45-'46). Has had 5 years' experience in the dry cleaning business.
QUOTATIONS: "The package store is the obvious answer to the customer's demands for service, speed and quality in drycleaning. A factor of prime importance is the 'control' the drycleaner establishes over these factors. A case in point—lost articles of apparel a constant headache when work is farmed out—is reduced to the absolute minimum."

DETREX CORPORATION

Box 501, Dept. E-5
 Detroit 32, Michigan

Please rush to me, without obligation, complete details on the Detrex Process.

NAME _____

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ZONE _____ STATE _____

Synthia Says:



Now that the Christmas holiday rush is over, it's time to start planning for your next big season. While we all may feel like relaxing a bit, actually Easter is only a little better than sixty days away. And that calls for immediate action to take advantage of the opportunities that this season offers.

Many Detrex owners have used the Easter season to build a large volume of new business which has stayed with them throughout the entire year. The first warm spring day starts people thinking about lighter clothes and the approaching Easter season. However, as you well know, many will not take action until the last minute and that offers you a golden opportunity. With the flexibility and production of the Detrex Process, you can guarantee fast service combined with superior quality . . . and make a handsome profit to boot. By featuring fast service, you will draw many new customers away from other neighborhood cleaners . . . customers that will add important new profits for you throughout the rest of the year on a regular basis.

We can show you case after case where this has paid off for Detrex owners in every section of the country. Why not get the complete facts on the opportunities that the Detrex Process offers in your own shop. If you act soon, you'll greet the Easter season with a ringing cash register and have great new business volume for the future.

Manual for Training Silk Finishers

Part XI: Hand finishing

by LAURA HERRMANN PORTERFIELD

THE EXCLUSIVE HAND FINISHER is no longer used by most drycleaning plants. Most operators in the silk finishing departments are given a variety of garments to finish, making their work more interesting. Also, if there is more than one operator of equal experience, they all get some easy and some difficult garments to finish. Another advantage is that the absence of one hand-finishing specialist does not hold up finishing of that particular type of garment.

A. Instructions to Trainers

1. Equipment

There are now a good many different ways of setting up equipment for hand finishers. At one time they used only a wood ironing board and a hand iron. At one time, too, the hand finisher was rather a prima donna.

With the advent of new equipment, we have found that it is much easier and better to teach all operators as much as possible. So we usually start them on the puff irons, then go on to the skirt machines, and then proceed to the hand-iron work.

For all operators, therefore, we suggest a set of four puff irons and the offset press or steam board, equipped with a steam iron, a water spray gun and a sleeve board. Any new employee who is going to be put directly to using the steam iron or doing hand work should first be shown the use of the puff irons and the skirt machine she has in her unit. (See previous sections of this manual for trainer's instructions.) The trainee should be taught to do as much as possible on these pieces of equipment before using her hand iron.

To teach the proper care of the steam iron, compare it to the familiar tea kettle. How is steam made? We must heat the water in the kettle to get steam. So we must also turn on our electrical connection or switch and heat the iron *first*, before we allow the steam line to be opened, or we will get water through the cold iron. For the same reason, at the end of the work day, the steam valve should always be closed first, then the electric switch turned off. This is important and should be checked with the operator each night and morning for about the first week so she forms the right habit.

Also show the new operator how to keep her iron clean. Tell her where the commercial iron cleaner is kept in the plant, so that if she needs it to remove sizing or other substances from the bottom of her iron she knows where it is as well as how to use it.

2. Have garments ready

As we have stressed several times, have the garments ready for the new operator and have everything in place before she arrives. A good rule to follow is to have *all* garments that may have to be hand-finished in this group, because the operator is supposed to be taught to take every garment through the puff-iron and skirt-machine procedure, even though it looks like a hand-finishing job.

Almost all wetcleaned garments will have to be put into the hand-finishing classification, if the pupil is going to have to do the reshaping. The soft crepes and gabardines should not have to be hand-finished even if they are wetcleaned. Almost all white blouses and a good many of the light-colored pastel blouses will come into this group. Sharkskins, satins, tulle, cottons, linens, children's clothes, net and nylon formals, and formals with fancy bodices usually require hand finishing.

3. Group garments

Try to concentrate on groups of garments. Take all the blouses first, perhaps; then some cottons, and so on to the various types. Remember, too, to first teach the student how to reshape any wetcleaned garments you may have.

Show the pupil how to water-spray the garments while they are still on the hanger so that the moisture has a chance to penetrate into the fibers. If we show her how to use the little pieces of equipment first and then concentrate on types of garments, it is not quite so confusing.

Let's say we are starting with blouses. We take them all over the puff irons first, then go to the hand iron for our touching up. If the blouses are white or light in color be sure to show the beginner how to use the double-faced flannel cover, both on her sleeve board and on the buck of her big board, so that she may finish the blouses on the right side, allowing the impressions from the seams, tucks and facings to go down into the pad.

Let's be sure to tell the new operator that there should be no crease in a properly pressed silk garment except in a pleat. Those tucks above the waistline of a lady's garment should be soft and show no crease above the seam stitching. Show her how by reversing her iron, as in Fig. 2, she can get into those tucks very nicely with the point, and give the garments a soft finish.

Teach the student to spray all cotton dresses first, then roll them up in a towel or similar material so that the moisture has a chance to penetrate. Explain and show how we then take the cottons also over the puff irons first and then press them, raising the thermostat control on our irons. Also, if the top is fussy and the skirt plain, show how we finish the top by hand, then do the skirt on the offset press (see Part VII, September 1952).

We will also have some garments with tops that can be finished on the puff irons but with very fancy skirts, like those gather-on-gather ones, that will have to be done by hand.

Almost everything that is to be taught to the hand finisher is covered in all the previous chapters of this manual and really she should be taught most of that before she is allowed to use the hand iron much. We want more and more to get away from the use of the hand iron. The easiest way is not to give it to the new



FIG. 1. Finishing short sleeve of blouse with hand iron

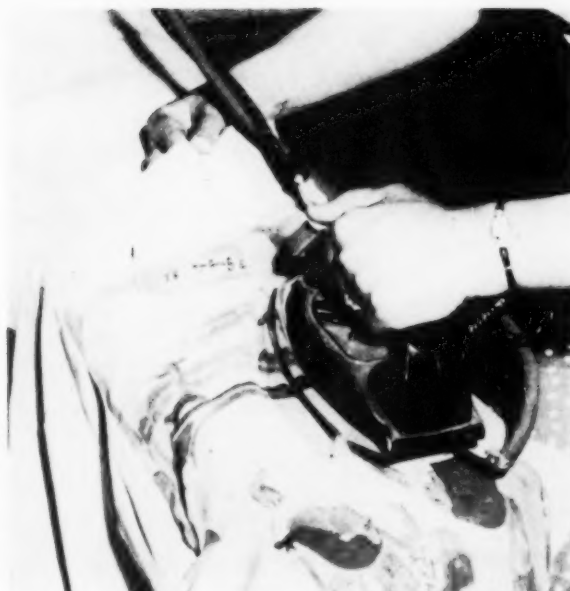


FIG. 2. Iron reversed, left hand presses point down into tucks

operator until after she has been taught how much easier it is to do the job the other way.

B. Instructions to Trainees

Job Breakdown: Blouses

IMPORTANT STEPS

KEY POINTS

1. Spray garment with water gun. (See Part IV, June 1952.)
 2. Work blouse over puff irons. (See Parts I, II, III and IV, March, April, May and June 1952.)
 3. Finish sleeves on sleeve board.
- a. This is necessary only if garment has been wetcleaned or has hard wrinkles.
 - a. Place sleeve board on top of regular board.
 - b. If light-colored garment, place double-faced flannel cover on sleeve board before putting sleeve on board.
 - c. If short sleeve, place on board through sleeve end (see Fig. 1); if long sleeve through armhole.



FIG. 3. Double-faced flannel protects when ironing on right side

4. Finish collar and trim of garment. (See Part VII, especially Figs. 2 and 3.)
5. Finish body of blouse.

- a. Place left side of blouse on buck of board, which has been covered with double-faced flannel if blouse is white or light color.
- b. Finish facing first.
- c. Run point of iron down into tucks (see Figs. 2 and 3).

NOTE: It is very important to remember that the double-faced flannel cover is used *only* under those white and light-colored garments that can be pressed on the right side. All dark colors *must* be finished on the reverse side.

Job Breakdown: Cotton dresses

IMPORTANT STEPS

KEY POINTS

1. Spray garment with water spray gun (see Part IV).
 2. Roll garment up, wrap in towel and let stand while finishing next garment.
 3. Finish over puff irons and offset press, if possible, as described in previous chapters.
 4. Raise thermostat control on hand iron to cotton setting for a better finishing job.
 5. Do not use a lot of steam.
 6. Watch bias trim; finish as described in Part VII.
- a. This is to allow moisture to penetrate into fibers.
 - a. Do not go directly to hand iron.
 - a. Do this at the time you start to take the garment over the puff irons.
 - b. Be sure to return to the synthetic setting when you are finished.
 - a. It is the heat rather than the steam that does the finishing on cottons.

Job Breakdown: Quilted garments

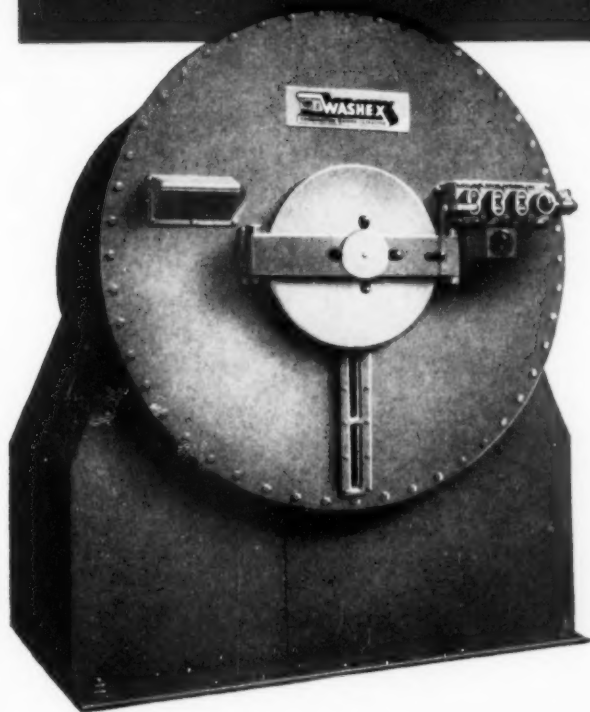
IMPORTANT STEPS

KEY POINTS

1. Finish in same steps as garments previously described.
- a. Many quilted garments can be finished very nicely on puff irons and offset.

(Continued on page 74)

"100" WASHEX Combination Washer-Extractor



"100" WASHEX COMBINATION WASHER-EXTRACTOR with Cyclonic Cleansing Action

Ideally suited to use with strong soaps

The "years-ahead" mechanical and design improvements of the "100" WASHEX COMBINATION WASHER-EXTRACTOR are stirring the gigantic dry cleaning industry.

"Open-Pocket" operation, by far the best, ingeniously coupled in the "100" open-pocket WASHEX with the simple, push-button Washing-Extracting cycle brings a new, different, far better cleansing action to the industry.

Tremendous savings of labor in excess of 50% and reduction of solvent loss and hazards of soaked garments, marks an important milestone in dry cleaning engineering.

If you are interested in better cleaning, with greater profits, study your cleaning room . . . you need the "100" WASHEX COMBINATION WASHER-EXTRACTOR!

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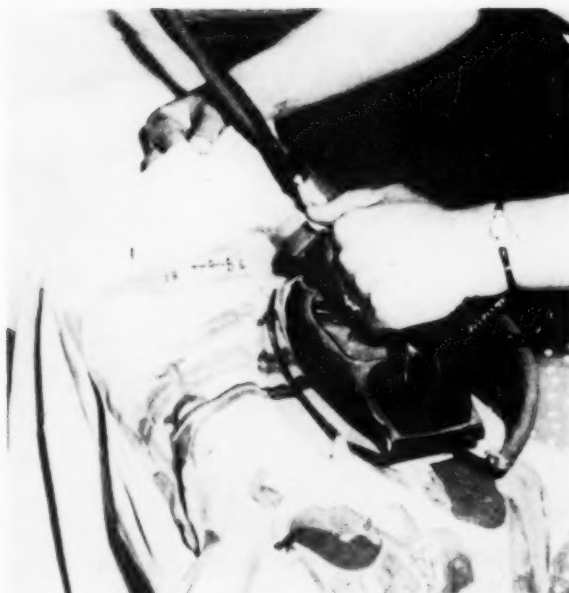


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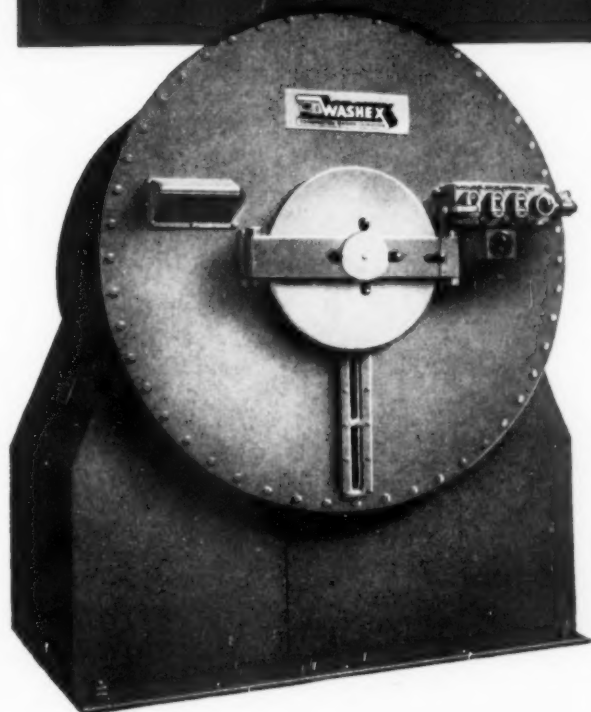
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(Continued on page 74)

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AWAKENS THE Sleeping Giant



"100" WASHEX COMBINATION WASHER-EXTRACTOR with Cyclonic Cleansing Action

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BROOKLYN 22, N. Y.

HIGHEST QUALITY

NO MATTER WHAT YOUR DRY CLEANING NEEDS

Caled Has a Product That Fits!

All tested and proven . . . why pay more for less when you can get the product that is backed by a traditional policy to supply only items that are produced by years of experience? Caled guarantees the dry cleaner the best that can be made.

DRY CLEANING SOAPS

FILT-R-OUT

High Detergent Action Dry Cleaning Soap for Batch or Charge Systems

CAL-SOAP

The Dual Action Dry Cleaning Soap

WOOLZ

Dry Cleaning Soap for Woolens

PACE

Chlorinated Dry Cleaning Soap

W-L

For Any Run, Any Load, Any System

BRUSH-OUT

Wheel and Hand Brushing Soap

Z-P

Silk Soap for Chlorinated Systems

630

A Finely Balanced Paste Soap

CALED L-S

Liquid Leather Dry Cleaning Soap

ECONO-CAL CONCENTRATE

Concentrated Soap for All Systems

WET CLEANING SOAPS

KLENEASE

All Purpose Wet Cleaning Soap

722

For Rugs, Blankets, Curtains, Palm Beaches

ZUDS

Liquid Wet Cleaning Blend

CAL-TEX

for Whiter Wash Suits

RUG SHAMPOO

For "On the Floor" Cleaning

"TO LINE UP WITH THE CALED LINE..."

A Good Resolution You'll Want to Keep!



SPOTTERS

R - X

For Wet or Dry Spotting

PRE-SPOTTER

Versatile Stubborn Stain Spotter

S - R

Tannin Remover

PLEZURE

Concentrated Wet Spotter

P - R

Volatile Paint Remover

CINCH PRE-SPOTTER

Removes Wet and Dry Soil

I - R

Removes Ink Stains

CAL-STRIP

A Fabric Color Stripper

STEEM

Neutral Lubricant for Steam Spotting

SPECIALTIES

DYE PADS

for Spot Dyeing

VEL ODOR

Neutralizes Odors

CAL-SIZE

Liquid Sizing

SHOO

Odor Destroyer

KREX

for "Solvent Hands"

DRY-CAL SIZE

Solvent-Soluble Sizing

CAL-SIZE POWDER

For Immersion or Spray Gun Use

RESISTI-CAL

Solvent-Soluble Weather Proofer

LEATHER PRODUCTS

SPRAY DREST

Spray Finish for Suedes and Leather

DREST

Paste-Type Leather Finish



(Continued from page 70)

2. If badly creased at stitchings, finish by hand.
 - a. Place on sleeve board, and hold tight with left hand, while using point of iron to follow quilted stitching, steam and remove old creases.
3. Spray with water gun if badly creased.
4. Press linings.
 - a. Whether by hand iron or on press, spray each lay with water gun.
 - b. Do not use steam, either from iron or buck of machine, as this will penetrate and wrinkle quilted side of garment.
 - c. Press with either dry iron or head of offset hot-head press.

Garments trimmed with beads, sequins, embroidery, applique, etc.

Sequins should first be tested to see if they will melt in heat. This can be done by putting the point of the iron on one sequin. It is best to remove one from the garment, if possible, for this test. Cut one side of the sequin to the center of the circle and remove it from around the stitching thread, without breaking the thread.

Job Breakdown

IMPORTANT STEPS	KEY POINTS
1. Place double-faced flannel on board to be used for pressing garment.	
2. Turn garment inside out.	
3. Place on board so fancy part is on flannel cover.	

4. Finish so that impressions from trim will go down into flannel.
 - a. Use light amount of steam from iron, following thread of material at all times.
 - b. Do not use a lot of pressure on iron.
5. Some of these can be effectively finished on the puff irons, but be sure not to distort the fabric.

Children's garments

Follow previously discussed methods of finishing for sleeves, trim and bodice. Then touch up the top before finishing the skirt or bottom. Children's clothes usually have lots of tucks and gathers. Refer to Part II (April 1952) for method of finishing these on the puff irons. Taffeta, the fabric of most children's clothes that the drycleaner receives, can be finished much better on the puff irons, without covers, than with a hand iron.

Belts

Plain self-lined belts present no problem in finishing, but those with imitation and leather backings sometimes do. Always use an old piece of muslin cover over your regular press board, as these backings often color off. The use of a light press cloth is suggested, because these belts will have to be pressed on the right side.

A light spray from the water gun on badly wrinkled belts will help. *But be sure it is light.* Also, use only a very light touch of steam, as *steam shrinks leather.*

Never press heavily with the iron, as this will cause gathers and stretch the material. If a belt is full of small pinch wrinkles because someone previously pressed it too hard, spray with the water gun so the material will shrink back into shape. Hang it up and let it air-dry, and you will be able to do a good job when you are ready to finish the belt. # 2

Checking for Direct Ad Results

helps Southern plantowner plan future promotion

Byron McNeil of Morgenthaw's Cleaners, Tuscaloosa, Alabama, believes it is possible to check direct results from advertising and determine whether you are spending your money wisely. In his case it amounts to around 5 percent of yearly gross volume.

In the first place, Mr. McNeil tries to have each ad series carry an offer. For example, for 30 days his ads suggested that Mrs. Tuscaloosa send her husband's coat to some other cleaner and the trousers to Morgenthaw's, then compare the matched garments. During this 30-day period and for 15 days afterwards, he kept track of the number of people who sent in trousers. He also kept track of all customers who mentioned the ad.

Mr. McNeil plans to spend \$500 each year on advertising his storage vault. For this he uses personal letters to customers who used the vault the previous year. In a test, the letters got 30 percent better results than the same amount of money spent on newspaper advertising the previous year. Therefore, the letters are used each year instead of the newspaper ads.

Morgenthaw's sponsors a 15-minute radio newscast at 10 P.M. each evening. Periodically Mr. McNeil checks results, either by phone calls or by asking that cards be mailed in if the listeners wish to have the newscasts continued.

Special services are pushed by a newspaper ad fol-

lowed up with radio plugs. On a special service a special offer is made. Checks are then made on the number accepting the offer, the number sending in for the service, and customers who mention hearing the radio plug or reading the ad.

The results of these checks are tabulated and filed with the ad copy or letter copy used, together with the number of times used, or number of letters sent out and section of the area covered.

The reason for keeping this complete record, according to Mr. McNeil, is that in one or two years you forget. "You are liable to get all pepped up on one kind of copy," he says, "unless you have some gauge on results."

On all ad copy Mr. McNeil adds the line: "Our services are guaranteed. If you are not satisfied, it will cost you nothing." For general name value and goodwill, he believes that if you keep using your name in the newspaper and over the radio and sending out personal letters, that benefit will take care of itself.

Mr. McNeil always uses the slogan, "Sooner or later, your favorite cleaner." He has used this so long that most of his customers know it. When they come back to Morgenthaw's after being with another cleaner they usually mention the fact that he had said "sooner or later."



\$4860

**COMPLETE
S.S.E. MANITOWOC**

- WASHING
EXTRACTOR
- RECOVERY
TUMBLER
- CONTINUOUS
STILL
- CONTINUOUS
FILTER
- DUAL-LEVEL
VENTILATION
- BUILT-IN
STORAGE TANK

Manitowoc

Puts You in Business

with a minimum investment

Keeps You in Business

on a profitable basis . . .

That's why more and more dry cleaners are switching over to the Manitowoc Synthetic machine. A minimum investment produces maximum capacity — the one sure way to assure profitable operation.

You get 105 to 120 lbs. capacity per hour — of the highest quality cleaning. It's simple to operate, completely safe, built compact and sturdy for long, trouble-free operation.

For the lowest net cost per pound of cleaning, you just can't match a Manitowoc. Send for details today!

Manito

See it on display
NICD Convention
Cleveland, February
13-15, Booth 145-147.



MANITOWOC ENGINEERING CORP.
512 - 16th Street
Manitowoc, Wisconsin

PERCHLOR DRY CLEANING UNIT

Looks Like Everybody's getting a

MANITOWOC

- Scotty's Cleaners
Chicago
- Sixty Minute Cleaners
Denver, Colorado
- Stuart Cleaners
Los Angeles, Calif.
- Old Dutch Cleaners
Los Angeles, California
- One Hour Valet
Miami, Florida
- Park & Adams Cleaners
San Diego, Calif.
- Crystal Cleaners
Fresno, California
- Swank Cleaners
Chicago, Illinois
- Belfast Cleaners
New Orleans
- Scotty's Cleaners
Denver, Colorado
- Matlock Laundromat
Paducah, Ky.
- El Segundo Cleaners
El Segundo, California
- Pioneer Cleaners
Barstow, Calif.
- Topper Cleaners
Philadelphia, Pa.
- Gee Gee Cleaners
Detroit, Michigan
- Morris's Modern Cleaners
Detroit, Michigan
- Baxter Cleaners
Hanover, N. H.
- Crosstown Cleaners
Philadelphia, Pa.
- Dedham Thrift Cleaners
Dedham, Mass.

ASSOCIATION NOTES

Local Elections: At the October meeting of the Qualified Dry Cleaners Association of **Fort Worth** (Texas), the following new officers were installed: John Gattis, president; Homer Stansbury, vice president; J. B. Ables, secretary-treasurer; E. Gregory, sergeant-at-arms. Directors are Ken Keller, Clarence Shepherd, M. N. Shelton, Chester Cleere, Joe Kimbell, Paul Finley, F. D. Lewis, Floyd Fletcher, D. W. Riddle, Bill Hiett, N. J. Marr and Frank Hertig.

The meeting was addressed by Don Burrus, speaking on management consultation, and Bob Milling of the Toastmasters Club.

At a meeting of the officers and directors of the Laundry and Cleaning Association of the **Carolinas, Georgia and Florida**, held November 13 in Charlotte, N. C., W. L. Agee of Tampa, Florida, was elected president. He replaces Sam A. Wix of Atlanta, Ga., who was elected president at the convention held last May but was unable to serve. H. B. Benoit of Charlotte was re-elected secretary-treasurer.

Mr. Benoit announces that because suitable dates could not be arranged, the association will not hold the convention which had been scheduled for 1953.

#

Local Meetings: At the November meeting of the Retail Dry Cleaners Association of **Haverhill** (Mass.), the nominating committee presented a slate for elections to be held in December. It was voted to continue the program of group advertising in the customer education series. The meeting was addressed by Kurt Radlou of Slater-Robbins Supply Co., who discussed means of promoting better customer relations. President Francis M. Cleary presided.

A record attendance of 145 registered for the district convention of the **Central Nebraska Dry Cleaners Association**, held November 2 at Kearney. President Dick Pulliam of the state association presented its greetings. Featured at the meeting were visits to the plants of Liberty Dry Cleaners and Johnson's Dry Cleaners.

A meeting of the synthetic group of the Dry Cleaners Guild of **Cleveland, Inc.**, was addressed by Michael Korzuk, NICD fieldman, who presented suggestions on handling difficult fabrics. A business session held after the program chose Carl Kergaard of Kergaard Cleaners chairman of the group and Robert Brandon of Brandon New Era Cleaners was elected secretary.

The **Western Pennsylvania Retail Dry Cleaners' Association** celebrated its first birthday by holding a dinner dance on November 17 at Pittsburgh. About 100 drycleaners, allied tradesmen, wives and friends attended.

#

Canadian Activities: The Canadian Research Institute of Launderers and Cleaners reports that the first Canadian drycleaning and spotting field course was an outstanding success. Held at Toronto November 14 and 15, it attracted over 100 students. The course was presented by NICD staff members Jack Ireland, Howard Reeves and Jud Randlett.

CRI's managing executive, Ernest W. Finlayson, reports on a trip through western Canada, during which he attended a number of local meetings. In Regina he

described CRI services to a meeting of the Regina and Moose Jaw Launderers and Cleaners Association, a group headed by Harris Osler. In Calgary he met with CRI President Marvin Aarons and the Calgary Cleaners and Dyers group to discuss plans for the forthcoming convention. In Vancouver Mr. Finlayson attended the annual meeting of the Vancouver Launderers, Cleaners, Linen Supply and Allied Trades Association. In Saskatoon Mr. Aarons, who is also president of the Saskatoon Dry Cleaners Association, arranged a dinner meeting at which Mr. Finlayson also spoke.

Visits to several local meetings were also made in November by D. H. Currie, manager of the Dry Cleaners' Institute (Ontario). The Mid-Western Division were the guests of Harry Wambold for a social evening. The dinner meeting of the Sarnia Division was addressed by Louis Jensen of Kelco Engineering Company, who spoke on maintenance. A good attendance turned out for the meeting of the Essex County Division, held at Ford Cleaners with Walter Warren as host.

#

NCA Activities: About 100 drycleaners attended the state meeting of the Neighborhood Cleaners Associations of New York held in Syracuse on October 26. Donald Berlove of Schenectady discussed the association's efforts toward passage of a 90-day bailee law; Pat Carter spoke on group advertising; Irving Weber and Paul Merson discussed the benefits of group insurance; Bill Seitz discussed "Fabrics Today and Dry Cleaning," the recent NCA publication, and Paul Jacobsen of the Wallerstein Company gave his fabric presentation. Paul Marcus, president of the Greater New York NCA, presided at the meeting.

The planned advertising program of the Greater New York group was presented by Mr. Seitz at the October meeting of the Westchester County NCA. The program, which is to include television, will emphasize the advantages of the members' services against those of shops which do not do their own cleaning.

#

Beta Chapter Meeting: At the November meeting of Beta Chapter (Greater New York) of the NICD Alumni Society, the principal speaker was Dr. Samuel Machlis of Stamford Chemical Company. Many questions from the floor were stimulated by his talk on "The Theory of Action of Moisture in the Charged Systems."

According to Beta's president, Sam Kaufman, some excellent meetings are planned. Members who do not receive notices are asked to write the secretary-treasurer, Martin Hirsowitz, at 150 Brighton 15th St., Brooklyn, N. Y.

#

New Local Group: At a recent meeting in Omak, Washington, the Okanogan Valley Cleaners Association was organized, with Ray Schoenfeld, Twin City Cleaners, Omak, as its first president. Other officers are Herb Hermanson, Herb's Cleaners, Okanogan, vice president-treasurer; Eric Pugh, Tonasket Cleaners, Tonasket, secretary; S. E. Warburton, Omak, and M. E. Miner, Okanogan, trustees.



Announcing...

Eaton's SENSATIONAL OFFER

A COMBINATION OF EATON'S SPOTTING MANUAL AND EATON'S SPOTTING ASSORTMENT

● EATON'S Spotting Manual, consisting of 64 pages, is the result of over one hundred years of laboratory research and practical plant experience.

● EATON'S Spotting Assortment is a selection of the EATON Products, in standard containers, that are the chief actors throughout this Manual. A set of six Lithographed Spotting Bottles, designed to facilitate the use of these superior EATON Products, is also included in the Spotting Assortment.

One EATON'S Spotting Manual will be included with each EATON'S Spotting Assortment. **ORDER FROM YOUR DISTRIBUTOR NOW!**

WHY EXPERIMENT — USE EATON PRODUCTS



EATON CHEMICAL AND DYESTUFF COMPANY

1490 FRANKLIN ST. • DETROIT 7, MICHIGAN • Canadian Plants: Windsor and Toronto
Tessier Bros., Exclusive Western Canadian Distributors: Vancouver, Calgary, Edmonton, Winnipeg

how to make more profit by simple Cost Control—

**Where do your dollars come from?
And where do your dollars go?
How many dollars are left for you?**

The profit and loss statement is a simple, useful tool for making a business pay—the one most important tool! Too many plantowners look at the lower right corner of their P & L's, then file and forget them. Or, worse, too many don't even have P & L statements! So how do they know:

- If they can afford new equipment?**
- Whether a particular store is profitable?**
- If they should add another finisher?**
- How well that special promotion paid off?**
- If there is a profit in sidelines?**
- Whether changing layout will pay?**
- If charge accounts cost too much?**
- Whether savings in spotting will exceed cost increases in finishing?**
- When a special bonus to drivers is justified?**
- What is profit and what is return on investment?**
- If it pays for supervisors to do productive work?**
- Why more business doesn't show more profit?**
- When prices are in balance?**
- If a two-price setup is profitable?**
- How to meet that note in October?**

The February 1953 Guidebook of the Drycleaning Industry will give, in simple layman's terms, a full explanation of how to answer these questions with the aid of your P & L statement. In other words—how can you make a bigger profit?

*The DRYCLEANER'S
GUIDE to the*

' P and L '

STATEMENT

*IN THE ONE AND
ONLY*

Guidebook

of the DRYCLEANING INDUSTRY

FEBRUARY 1953

ISSUE OF THE

National Cleaner & Dyer

304 East 45th Street, New York 17, N. Y.

20 North Wacker Drive. Chicago 6, Ill.

COMBINING:

**EDITORIAL FEATURE
SECTION:**

The Drycleaners' Guide to the
"P and L" Statement.

OPERATING GUIDE:

Charts, graphs and tabulated
information covering all phases
of drycleaning plant operation
and production. Basic textbook
information in a handy reference
form, useful day in and day out
to all plant executives.

BUYERS' GUIDE:

CLASSIFIED DIRECTORY, listing
all kinds of drycleaning equip-
ment and supplies and manu-
facturers of these products; ar-
ranged for easiest reference and
quick and sure finding of buying
information.

TRADE NAME DIRECTORY, list-
ing trade names and manufac-
turers of equipment and supplies
used by the drycleaning industry.

MANUFACTURERS' DIRECTORY,
providing an alphabetical list of
manufacturers and their home
office addresses.

LOCAL BUYERS' GUIDE, a geo-
graphical directory providing
complete information on ad-
dresses of manufacturers' branch
offices, distributors and jobbers.

**DETAILED BUYING INFORMAT-
TION** supplied in display ad-
vertising of leading manufac-
turers and sales organizations;
by informational ads throughout
the Classified and Geographical
Directory Sections.

N.I.C.D.

CONVENTION GUIDE—
full details of program and ex-
hibit plans for annual conven-
tion of the National Institute of
Cleaning and Dyeing to be held
in Cleveland, Ohio, February
13-15.

Business People Like Quick Service

How Buffalo package-plant operator
capitalizes on downtown locations

by GENE BENNETT

PACKAGE PLANTS LOCATED in business districts present cleaners with big possibilities, according to Ed Wind of Buffalo, New York. Three of the six package plants operated by Mr. Wind are downtown.

Most of the downtown volume comes from nearby office buildings, shops and hotels. The stores average about \$1,000 a week and are operated under the trade name of Dura-Cleaning. This refers to a process by which "something" is added to improve the hand and finishing of garments.

To achieve this healthy volume, Dura-Cleaning believes in offering service and convenience as well as good work to customers. This policy has paid off.

Customer convenience is a combination of accessible location, quick service and the "little things" a customer likes to see and use. Good work is a combination of paying attention to detail, of realizing people want good work even though they may not always complain of a bad job, and having an efficient production setup.

Basic price is \$1 plus 25 cents for the one-hour special. Forty percent of Dura-Cleaning's customers take advantage of this special.

Dressing rooms, which are inexpensive panel booths,



DOWNTOWN PLANT DRAWS much of its trade from nearby office buildings, like neighbor shown at left. Attractive front includes "garden." Water cooler just inside door and pleasant interior add to pulling power.

are one of the major drawing cards. A high percentage of customers use the dressing rooms, especially on Saturdays. This evidently saves many of them a trip home just to change.

Another customer convenience is a water cooler placed in one of the downtown stores. Many people in summer have entered Dura-Cleaning just for a drink. But, according to one of the clerks, a good percentage of these people have returned for another drink—with garments to be cleaned. Plant front and interior emphasize simplicity and modern design.

Starting in 1945, Mr. Wind has added a plant to his organization almost every succeeding year. And as he adds more plants he'll be sure to have dressing rooms. They are becoming legendary in Dura-Cleaning's operations.

Mr. Wind tells of a drunk who fell asleep in a dressing room while waiting for his suit to be cleaned. The man wasn't discovered until six hours later. There was no extra charge for boarding. # #



SLICKRAILS PLANNED well for small plant. Checker pushes garments to left for bagging, then around loop in foreground for placing on store racks at left or right. Pants she is checking came up rail from back.



STORE MANAGER at right does the spotting and cleaning. If he is too busy, finisher at rear takes over cleaning. Note start of some slickrail behind finishers.

BETTER CLEANING
Full drop, 36-inch open-pocket cylinder

for fully automatic cleaning
of 30-pound loads
with perchlorethylene solvent



LOWER COSTS
Super-speed, self-balancing
extraction saves solvent



IMPROVED PRODUCTION

Easier loading and unloading
Only one door — no partitions
Fully automatic (or manual)

GREATER PROFITS
Faster service — finer quality
Super savings



Write for
Bulletin A-881



U. S. HOFFMAN MACHINERY CORP.

Hoffman

105 FOURTH AVENUE, NEW YORK 3, N. Y.

LEGAL DECISIONS

by A. L. H. STREET

Expansion Under Zoning Rules

The New Jersey statutes, like similar laws in other states, permit zoning authorities to make exceptions in specific cases, not contrary to public interest, where literal performance of a zoning ordinance would "result in unnecessary hardship." Does mere growth of a cleaning business calling for expansion create such "hardship" as to permit uses of the property not provided for by the ordinance—over the objection of neighboring property owners?

The New Jersey Supreme Court answered this question "no" in the case of *Stolz v. Ellenstein*, 81 Atl. 2d, 476.

In this case a cleaning plant in Newark had been conducted for several years on premises originally designed for a small tailor shop. When the business outgrew its quarters, the cleaners sought permission to enlarge use of the premises, and were granted a permit over the objections of the neighbors. But the Supreme Court annulled the permit, deciding that the zoning authorities had no right to make the exception in favor of the cleaners.

The court stated that no hardship contemplated by the statute existed, saying: "The appellants commenced . . . their business in what they knew to be a restricted neighborhood . . . Its financial and business success has anomalously created what is now alleged to be a hardship justifying . . . a departure from the established zoning plan of the neighborhood, without thought to the effect upon or injury to the surrounding property owners."

Newspaper's Right To Reject Ads

The publisher of a local newspaper accepted copy and advance payment for a cleaner's advertisement but later returned both and refused to run the ad. The cleaner sued for damages for breach of the contract, but later dismissed that claim and sought a court order requiring publication of the advertisement. Was he entitled to the order?

The Iowa Supreme Court decided that the suit was properly dismissed, without saying whether or not the cleaner could have collected damages. (*Shuck v. Carroll Daily Herald*, 247 N. W. 813.)

It seems quite clear that the cleaner could have collected damages for breach of the contract, although it might have been difficult to prove substantial damages in any definite amount. Perhaps that is why the damage claim was dropped.

The decision of the Supreme Court that the defendant could not be compelled to publish the advertisement is in line with the general rule that one cannot be compelled to carry out a contract, although liable in damages for not doing so. Notable exceptions to the rule are contracts to sell a business or other property. Contracts of employment or to buy or sell goods fall within the general rule.

The Iowa suit was prosecuted on an erroneous theory that a newspaper, like a telephone company or other public utility, can be compelled to serve all applicants who comply with reasonable regulations. The court said:

"The newspaper business is an ordinary business

. . . essentially private in its nature—as private as that of the baker, grocer, or milkman, all of whom perform a service on which, to a greater or less extent, the communities depend, but which bears no such relation to the public as to warrant its inclusion in the category of businesses chargeable with the public use.

"If a newspaper were required to accept an advertisement, it could be compelled to publish a news item. If some good lady gave a tea, and submitted to the newspaper a proper account of the tea, and the editor . . . believing that it had no news value, refused to publish it, she, it seems to us, would have as much right to compel the newspaper to publish the account as would a person engaged in business to compel a newspaper to publish an advertisement of the business that that person is conducting."

The decision is in line with all appellate-court decisions that have been rendered to date, but runs counter to a declaration by a county court in Ohio some years ago. That court decided that although a publisher has a right to fix his advertising rates and use reasonable discretion as to what matter is proper for publication, he has no right to arbitrarily refuse to publish advertising matter which conforms to his reasonable regulations. (*Uhlman v. Sherman*, Ohio N. P. (N.S.) 225.)

Lessee's Rights To Do Cleaning

A lease of premises limited their use to operation of a "dry-cleaning and tailor shop and for the handling of laundry, it being . . . agreed that no washing machines are to be installed" and "no washing done on the premises." On termination of an agreement with a wholesale cleaning firm for doing his cleaning, could the lessee install equipment for cleaning and for steam pressing?

He could install a pressing machine but not cleaning equipment, the New York Supreme Court, Queens County, decided. (*Dombrowski v. Nathan*, 82 N. Y. Supp. 2d 46.)

Although the lease did not specifically exclude installation of cleaning equipment, as it did laundry equipment, the court said that the circumstances indicated that the parties understood that the place would be operated as an ordinary pickup store for cleaning to be sent out, but that pressing of the garments was properly done on the premises. The decision was partly influenced by the fact that the floor was not adapted to the installation of heavy cleaning machines.

Accordingly, the lessee was required by the court to remove those machines and restore the premises to the structural condition they were in before the installation was made without the consent of the landlord.

INVITATION TO THE READER

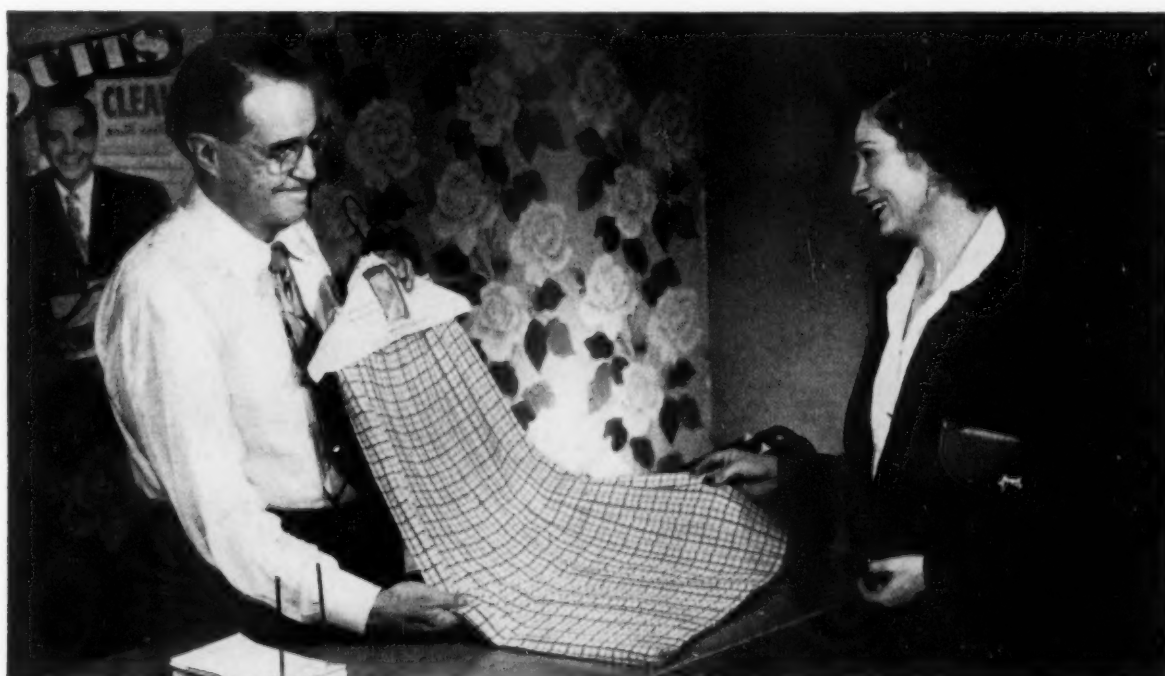
In this department of *THE NATIONAL CLEANER & DYER* Mr. Street, an attorney and author of a book on law for drycleaners and laundryowners, reviews current court decisions affecting drycleaners and dyers.

Readers are invited to submit for the author's discussion legal problems of general interest to the industry. You must rely on your own attorney for specific advice as to your rights and liabilities in a given case. But Mr. Street can help you and your attorney, by citing what the courts have generally decided in similar cases.



Dow-PER MEANS MORE SATISFIED CUSTOMERS

colors are brighter and clearer...
no streaks or cloudy areas



With Dow-PER* in your dry cleaning machine you can be sure of more satisfied customers, and in turn, more repeat customers. Dow-PER makes colors brighter and clearer—keeps fabrics soft and pliable. Your customers are bound to be satisfied, for Dow-PER solvent makes their clothes look just like new.

You are certain to be satisfied with Dow-PER, too, for it keeps operating costs down to a minimum and always does top quality work. Its deep penetrating power gets at hard-to-reach dirt.

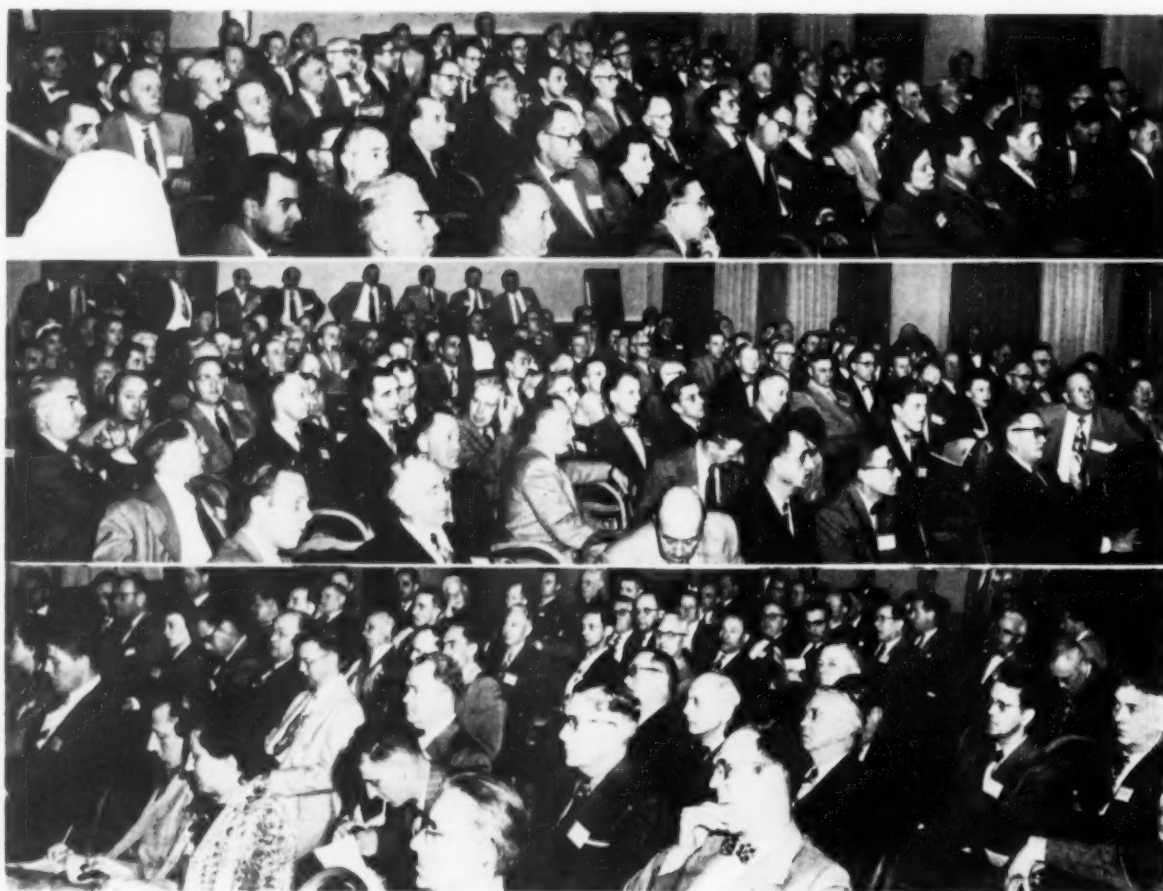
Dow-PER is stabilized, making it highly resistant to decomposition. Every cleaning operation is consistently thorough. Remember, there is repeat business in every drum of Dow-PER.

Call your Dow-PER distributor today and begin to take advantage of all the benefits Dow-PER has to offer you and your customers. Your distributor has many sales and technical aids that are available to all users of Dow solvents and will be glad to assist you in every way. THE DOW CHEMICAL COMPANY, Midland, Michigan.

*TRADE NAME

you can depend on DOW SOLVENTS





Panel Tops Fine Program at Chicago

by LOU BELLEW

PLANNING AND PREPARATION proved their value in this program of the 36th and most successful annual convention of the Illinois State Cleaners & Dyers Association. The meeting, held in Chicago November 28-30, got off to a rousing start and held the interest of the 329 registrants past the scheduled adjournment time.

Star billing went to a panel of 13 drycleaners from the Chicago area, speaking on subjects of the greatest practical interest to everyone present. It was evident that each speaker had spent many hours preparing his part of the program. Actually, to make sure the presentation would be factual and concise, the participants got together the day before to run through each talk under the able guidance of Ben Rosenfield, executive secretary of the Chicago Dry Cleaners Association, who

served as the panel commentator.

Members of the panel were Gregg Gyann, Esquire Cleaners & Dyers; Morris Cornick, Lake Shore Cleaners; William Skahen, Liberty Cleaners; Milton Rosenberg, Velvetone Cleaners; Leo Kushner, Woodlawn Cleaners, and Clarence Felstead, David Webber Cleaners, all of Chicago; Stanley Bublik, Suburban Cleaners, Riverside; Hugh Smith, Smith Cleaners, Oaklawn; Fred Kramer, Kramer's Master Cleaners, Elgin; Joe De Fay, De Fay Cleaners, Blue Island; Roger O'Connor, O'Connor's Cleaners, River Forest, and Herman Hoekstra, Hoekstra Cleaners, South Holland. They were joined by an out-of-town extra in the person of Gene Brenner of Enterprise Cleaning Company of St. Louis, Mo., who brought along movies of the new prespotting machine he uses in his plant, explained

and answered questions about its workings.

All phases of cleaning-plant operation were covered by the panel presentation, with each man speaking briefly and clearly on the phase at which he excelled. In some cases two or three teamed up to tear one aspect of the business apart and show a better and easier way to do the job. Mainly because of the unexpected torrent of questions, there was just too much to cover in the allotted three hours.

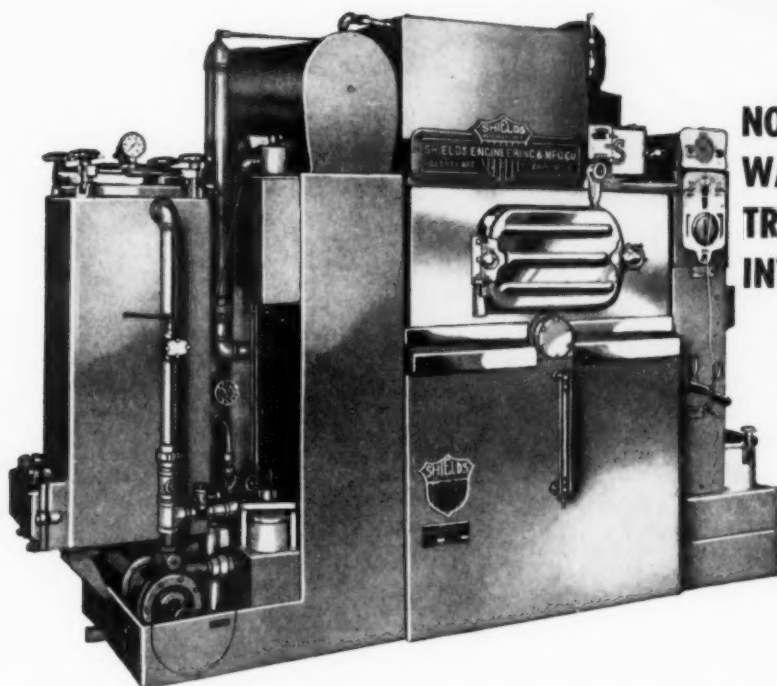
You won't believe this, but the room was jam-packed Sunday morning, with more delegates present than the afternoon before, to hear the remainder of the panel discussion. Supposed to adjourn at 12:30, the discussion lasted two hours longer, and not over half a dozen delegates left (they had to catch a train!).

Enthusiasm over the home-talent panel is not meant to detract from the performance of the other speakers: Merrill Morris, chief chemist for the Chicago branch of Allied Chemist and Dye Corporation; Walter Zinniel, Milwaukee drycleaning engineer, and Dr. Dorothy S. Lyle, director of consumer relations for the National Institute of Cleaning and Dyeing. Incidentally, in connection with her convention appearance, Dr. Lyle appeared in Chicago under the sponsorship of the Illinois association on three television and two radio programs addressed to the general listening public.

At the regular business meeting Rudy Maslek of La Grange was reelected president of the association, Stan Bublik of Riverside becomes vice president and Hugh Smith of Oaklawn is the new secretary-treasurer. # #

*Recognized for
Top Production
and Greater Profits*

SHIELDS
SYNTHETIC
DRY CLEANER
WITH RECOVERY



**NOW HAS
WATER REPELLENT
TREATMENT INCORPORATED
INTO OPERATING CYCLE**

A Special Attachment, requiring from 6 to 10 minutes operating time, is available on all new machines as well as for all Shields R-51 and R-51A Models now in use.

The same attachment can be used with moth proofing or for independent soap batch runs. Solutions are used over and over again, giving further economy in the operation of the Unit.

PLUS ECONOMY OF SPACE, TIME AND LABOR

Easy Operation—Washes, Drains, Extracts, Recovers Solvent and Dries Garments in Continuous, Automatic Cycle—while operator does other useful work.

Remember, with SHIELDS R-51A AUTOMATIC CHAMPION PERCHLOR UNIT Garments Go in Dry and are Taken out Dry.

MANY OUTSTANDING FEATURES

- ★ 50-pound load capacity.
- ★ 40-minute cycle.
- ★ Washer, cylinder, condenser of Monel metal with bronze fittings.
- ★ Vibration-proof construction.
- ★ 1800 GPH Continuous filtration.
- ★ 40-GPH Independent distillation.
- ★ Simplified, easy filter change. Muck taken out dry.
- ★ 2 1/2" dump valve.
- ★ Injector emulsifies soap and solvent.
- ★ Economical, foolproof and automatic operation.
- ★ Extra reserve tank for rinsing and balancing solvent in system.
- ★ All parts easily accessible without dismantling unit.
- ★ Rugged, compact unit operates quietly under critical load conditions.
- ★ A PRIZE PACKAGE delivered completely assembled—34" x 88" x 78" high—enters through 35" door opening.

**COMPARE AND YOU'LL BUY A SHIELDS—THAT'S WHAT MANY LEADING DRY CLEANERS ARE DOING.
NO INCREASE IN PRICE!**



Shields

ESTABLISHED 1915

**ENGINEERING AND
MANUFACTURING CO.**

273 EAST 156th ST. • CLEVELAND 10, OHIO



Joint Indiana Group Holds First

by LOU BELLEW

THE FIRST ANNUAL CONVENTION of the Indiana Drycleaning and Laundry Institute, which was formed last year by a merger of the state's two industry groups, was held in Indianapolis November 21 and 22. The association includes in its membership all segments of the two industries, and the registration of 225 included some self-service laundry operators.

The first day was taken up by visitations to drycleaning, laundry and self-service plants in the Indianapolis area, with

the evening devoted to a "smoker."

Saturday was the day for the speaking and discussion program. Paul Lerche, membership chairman, and Joe Coughlin, president, filled in as masters of ceremony in place of Executive Secretary Dale Crittenberger, who was absent because of illness.

After a showing of the film, "After the Ball Was Over," the morning featured several well-known convention speakers. Bill Boyd, sales manager of the

Sanitone Division, Emery Industries, Inc., gave his hard-hitting talk on "Prelude to a Sale," and urged long-range optimism on the industry's future. John Gray of Adco, Inc., discussed various aspects of the strong soap method of cleaning. Hy Schwartz, editor of *American Laundry Digest*, criticized the laundry industry for failure to change with the times.

Self-service laundry operation was the topic of the first afternoon speaker, Francis J. Raymond, vice president of the

State Association of Self-Service Laundry Owners.

Naturally, a state senator scheduled to address the group failed to show up. Kenneth Balingier, laundryowner of Anderson, Indiana, told more about legislation than the honorable senator would have, and had the delegates rolling in the aisles.

Dale Crittenberger arrived against doctor's orders in time to wind up the meeting, and adjourned the group until time for the evening buffet which wrapped up the convention. #

Convention at Louisville

TECHNIQUES AND SELLING got equal attention on the program of the convention of the Kentucky State Laundry and Cleaners Association, held

December 5 and 6 in Louisville. Entertainment held the floor at the annual banquet on the first evening of the meeting.

After the opening business meeting Bill Boyd, sales manager of the Sanitone Division, Emery Industries, Inc., led off the speeches with his "Blueprint

for Selling." The talk of R. V. Finch of Cowles Chemical Company, "Short Formula With or Without Quality," was devoted to laundry techniques. The ses-



KENTUCKY OFFICERS, left to right: J. Randall Barger, Eugene Perkins, Wilbur O. Fields, Waldo Kamman, Walter A. Boone



"SET IT and FORGET IT"

...with

RELIABLE

PROTECT
Valuable Fur Garments

with one of

RELIABLE'S

3-POINT STORAGE PLANS:

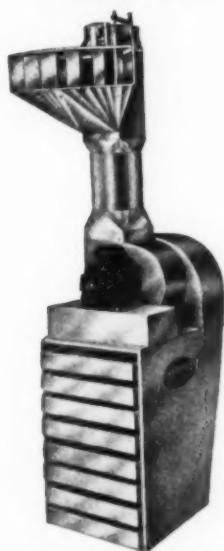
(One is sure to fit your needs)



Positive Protection against the ravages of excessive humidity and heat, moth damage, and contaminated air.



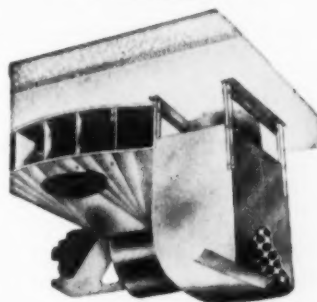
CONTROL PANEL



FUMIGATION EXHAUST UNIT
CAPACITY: 25 GALLONS



MODEL V.C. 10 PACKAGE UNIT
U.I. APPROVED



AIR INTAKE UNIT

RELIABLE extends a cordial invitation to you to visit us at **BOOTH 126** at the Cleveland Show, Feb. 13-15. A complete demonstration in cleaning Fur Coats will highlight this exhibit. You will profit by visiting our Booth.

1. Individualized Installation to meet a particular need.
2. Model 10 Reliable Package Unit Vault Conditioner with independent Fumigation and Ventilation equipment.
3. Model 12 Reliable Package Unit Vault Conditioner with completely integrated Refrigeration.

Let Reliable advise you which of the above 3 plans will best suit your particular need from the standpoint of efficiency and economy.

PROOF OF EFFICIENCY:

We have on file many case histories which show how one season's receipts from Fur Storage have more than paid for Reliable installations. May we plan a similar profitable investment for you?



RELIABLE FUR STORAGE EQUIPMENT CO. DIV.

RELIABLE MACHINE WORKS, INC.

231 EAGLE STREET, BROOKLYN 22, N. Y.

MAIL THIS COUPON NOW

Reliable Fur Storage Equipment Co. Div., 231 Eagle St., Brooklyn 22, N. Y.

- () Please have your representative call to see us on _____ of _____
(date) (time)
- () We are not in the market right now, but we would like to have additional information for future reference.
- () Send us descriptive literature on your fur cleaning equipment.

Name _____ Company _____

Address _____ City _____ Zone _____ State _____

sion was concluded by a film presented by Benton Perry, technical representative of U. S. Hoffman Machinery Co. The movie, made in a Chicago plant, showed the latest specialized equipment for silk and wool finishing.

The Saturday-morning session was opened with a talk on charged systems by John P.

Gray of Adco, Inc. A report on local problems was given by P. E. Spaulding, Jr., president of the Greater Louisville Laundry Owners Association. Ways of promoting good public relations, based on experience at his own plant, were discussed by John Slick, Jr., Fort Wayne, Ind.

Waldo Kamman, Corbin, was elected president for 1953.

Walter A. Boone of Elizabethtown is the new vice president, and Wilbur O. Fields remains managing director. Eugene Perkins of Louisville, one of the oldest active members of the association, was named convention sergeant-at-arms for life.

Ten directors were elected, with retiring president J. Randall Barger of Owensboro as

chairman of the board. Other directors are Richard E. Fairhurst, Paducah; Carl W. Gaines, Frankfort; C. L. Thompson, Lexington; Eph Bouchard, Louisville; Lindsay Logan, Shelbyville; J. W. Terry, London; W. N. Vogler, Jr., Bowling Green; C. Lisle Kays, Covington, and Virgil Watson, Ashland. # #

Lively Day at Milwaukee

by LOU BELLEW

BY A MIRACLE of planning, the officers of the Wisconsin Dry Cleaners Association managed to cram eight bang-up speakers into the one-day annual convention held December 7 in Milwaukee. There wasn't a dull moment as each speaker got up, spoke up, and shut up, with fine regard to the time allotted him.

The general theme of the meeting was making sales, and most of the speakers were authorities on the subject. There were 345 registered delegates.

Noel Cooperider of Butler Manufacturing Company apparently got up earlier than the rest and started the program off with a talk on "Turnover That Pays Off." Following was a pep talk by Charles Arps of Allis-Chalmers Manufacturing Co.

The afternoon session began with George Fulton of NICD giving a good talk on "Strong Soap Solutions." Sanitone's Bill Boyd started out on the importance of selling, and wound up calling on a couple more of the Emery Industries force, C.

R. Lamb and Johnny Sheridan, to demonstrate how routemen should be trained at sales meetings. Lamb as the not-too-sharp routeman, Sheridan as the star salesman, and Boss Boyd doing the instructing were so realistic there was some suspicion they are all three ex-routemen.

Again from within the industry, a working cleaner from St. Paul, Henri Foussard, talked on how to put on "Planned Sales Promotion." After hearing Henri on national and innumerable state convention programs,

it is quite a pat on the back for him when we say he never gives the same talk twice.

The final speaker, Dr. Ralph L. Lee of Birmingham, Michigan, gave a spellbinding talk on "Leadership."

The banquet and a floor show put on by big-name talent wound up the one-day meeting.

Arthur Furman is the new president, succeeding Harold Whitaker, and Harry Lokemoen was chosen vice president. Egon Peck is married to the job of secretary-treasurer. # #

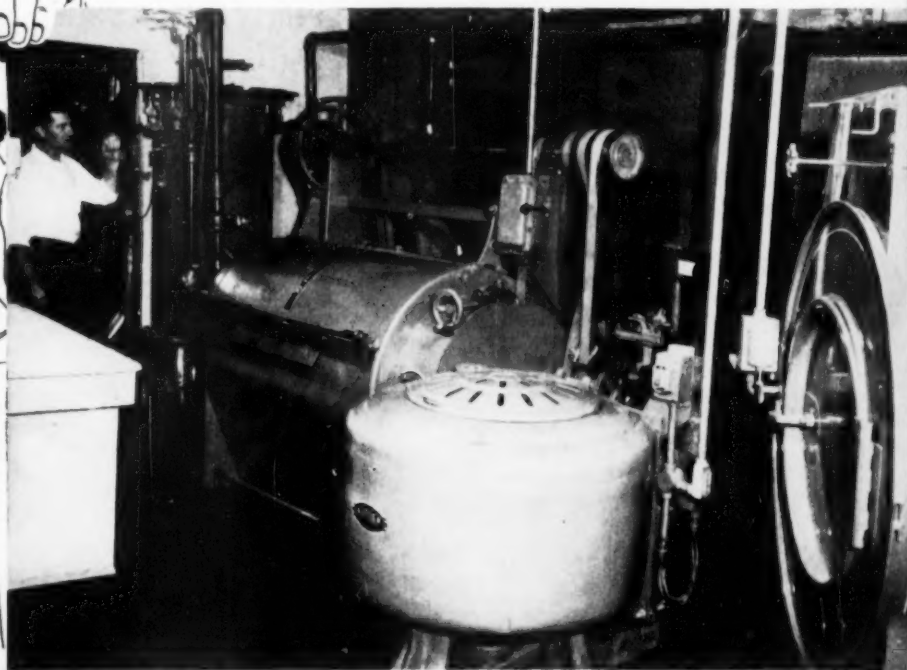
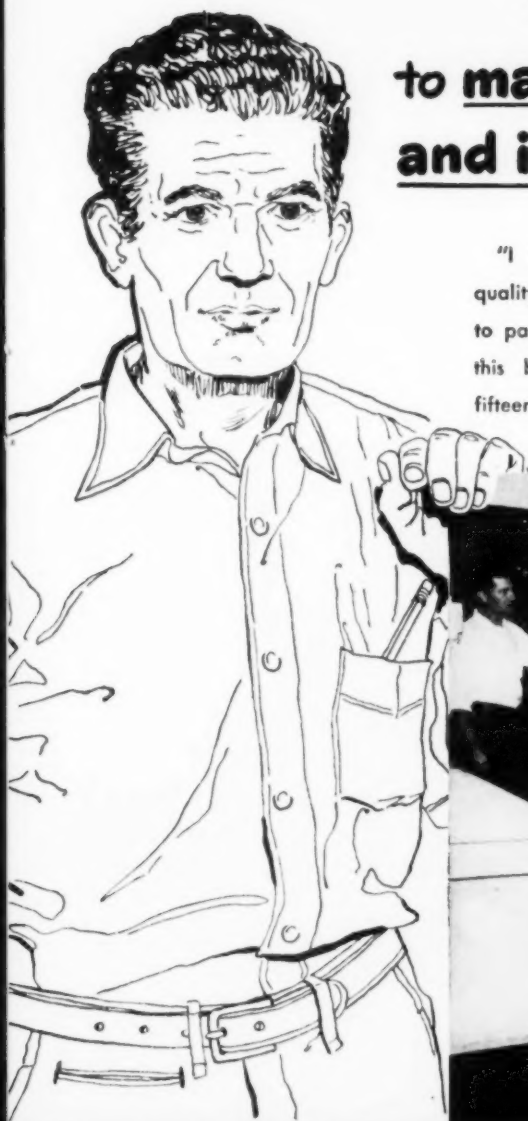


"I bought this Butler plant to make money for Charlie Morton... and it does!"

says Charles Morton, Morton's Just Rite Cleaners
5424 Helen Ave., St. Louis County 20, Mo.

"I was amazed to find such high quality machinery priced so low, so easy to pay for. I'm the third generation in this business. As a plant-owner for fifteen years, I know quality when I see

it . . . and Butler has it! I bought this Butler plant to make money for Charlie Morton . . . and it does! I'm glad I traded with the right people—the Butler people."



"My Butler Pure-Flo* Still gives me the clean solvent I must have for really clean dry cleaning!" says Charlie. It's marked 10 on the layout. Other parts of the Butler-planned layout are: (1) 3200 gph filter; (2) 275 gal. clean solvent tank;

(3) pump; (4) 30x48 washer; (5) extractor drain tank; (6) 275 gal. dirty solvent tank; (7) 26" extractor; (8) 36x30 tumbler; (9) moisture absorber; (10) the still; (11) pump; (12) round deodorizer; (13) work table.

*Trademark

Stills Filters Presses Washers Extractors Tumblers
Synthetic Units Safe-T-Thrift 140° F. Units
Extracting Washers

Now—let Butler help you!

Your Butler representative can give you invaluable advice on your plant layout. Butler also offers you: complete dry cleaning and finishing equipment and installation of equipment by factory-trained servicemen.

KANSAS CITY, MO.
Birmingham, Ala. — Richmond, Calif.
Galesburg, Ill. — Minneapolis, Minn.

BUTLER
STEEL PRODUCTS

OIL EQUIPMENT — STEEL BUILDINGS
FARM EQUIPMENT — CLEANERS EQUIPMENT
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For complete information on Butler products or services, write:

BUTLER MANUFACTURING COMPANY

7452 East 13th St., Kansas City 26, Missouri

ANNOUNCING

A new Dodge truck parade of power!



NEW! More powerful engines!

A parade of power! See the new Dodge "Job-Rated" trucks at your Dodge dealer's today. A total of 7 big, rarin'-to-go engines, including 3 brand-new power plants with high compression ratios and higher horsepower, greater cooling capacity, increased displacement, twin carburetion available on larger models. Plus famous features like 4-ring pistons with chrome-plated top ring, exhaust valve seat inserts.

In addition, the new Dodge trucks offer outstanding new brakes, new no-shift transmission, and over 50 other new features. See your Dodge dealer for the biggest truck buy on record!

For a truck, $\frac{1}{2}$ -ton through 4-ton
that fits the job, see the NEW...



NEW! Extra-powerful brakes!

Stop easily on steep grades, fully loaded. Super-safe brakes give silky-smooth braking, reduced driver fatigue, greater load protection . . . new increased stopping ability on 1- through 2 $\frac{1}{2}$ -ton trucks! **PLUS** Dodge's oversize braking surface with Cyclebond linings.



NEW! Truck-o-matic transmission!

New Truck-o-matic transmission . . . available on $\frac{1}{2}$ - and $\frac{3}{4}$ -ton models of Dodge "Job-Rated" trucks . . . saves shifting, cuts driver fatigue, lets you rock out of snow, mud, sand. Only Dodge offers shift-free Truck-o-matic! **PLUS** famous glycol Fluid Drive, to lengthen truck life, protect your load.



NEW! Over 50 features!

50 ways new! Reinforced cab construction, improved exhaust system, extra-capacity radiators. Tinted glass, heaters with stepped-up heat output available. **PLUS** moistureproof ignition, high-torque capacity starting motors, and other dependability features. See your Dodge dealer.

DODGE "Job-Rated" TRUCKS

Now on display at
Your Dodge Dealers!

NEWS NOTES

IN THE TRADE

New Quick-Service Soap

Colgate - Palmolive - Peet Company is introducing a new soap, White Eagle, especially made for use in side-loading washers in quick-service laundries.

Containing the new washing aid, Colgate Laundry Brightner, White Eagle is said to provide controlled scum and suds, and minimize lime soap graying and specks.

No other soap compounds, alkalies or other detergents need be added, it is stated. The company also claims that White Eagle makes no dust, rinses easily and completely, does not yellow clothes, leaves no soap odor and no slick, soapy feel.

A folder describing White Eagle may be obtained by writing to the Industrial Department, Colgate - Palmolive - Peet Company, 105 Hudson St., Jersey City 2, N. J.

Clean-Charge Test Kits



Two test kits for use with Buckeye's Clean-Charge are now available from the Buckeye Dry Cleaning Division of the Davies-Young Soap Company, Dayton, Ohio. One kit is for use with petroleum-base solvents, the other for use with synthetic-base solvents. Clean-Charge may be used with either type.

Both kits come with a one-page instruction sheet giving step-by-step directions on how to use them. One test bottle, two indicator solutions, and one bottle of neutralizer make up each kit. Matching colors of instruction sheet and bottle of each kit eliminate confusion.

John Young, sales manager of the Buckeye Dry Cleaning Division, stated that these new test kits are part of the Clean-Charge system offered to dry-cleaners by the Davies-Young Soap Company. Overcharging and undercharging are prevented through use of these kits.

"We feel that these test kits are as fine as could be made available for use with our Clean-Charge system," states Mr. Young. "They will test to .001 of 1 percent."

The kits are available through Buckeye sales representatives throughout the country.

New Multi-Purpose Grease

A new lithium-base grease introduced by the Shell Oil Company, known as Shell Alvania Grease, is said to have exceptionally high resistance to breakdown. Its multi-purpose properties are attributed to the use of lithium 12-hydroxy stearate (under U. S. Patent 2,397,956 and others).

According to the company announcement, other Alvania properties combining to make true multi-purpose application possible are high water tolerance; broad temperature range, achieving high pumpability and movement at low temperatures; low rate of oxidation and long induction period, and excellent storage stability.

The producer states that the combination of these properties in one type of grease makes possible reduced grease consumption; elimination of misapplication; reduced inventory; more simplified purchasing and storage, reduced downtime, application cost and maintenance, and substantially increased bearing life. Because it stays in bearings longer, relubrication periods can be substantially extended, it is stated.

Complete details on Alvania Grease may be obtained from Shell Oil Company, 50 W. 50th St., New York 20, N. Y.

New Finishing Fluid

A new fluid for finishing garments in cleaning plants has been announced by the Dry-cleaners Research Industries, Inc., 3354 W. Lake St., Chicago 24, Ill. Called Firmex, the fluid is a newly developed chemical composition which is injected directly into the steam lines, homogenized and thoroughly mixed with the steam by a special method.

The new chemical composition, in microcopic amounts, impregnates the fabric in the finishing process. It is claimed that

the natural fabric oils are returned to the material making it natural, new-looking and more easily pressed.

A feature of the method is the specially designed and engineered pump which is part of the system. The pump adds Firmex to the steam lines in precisely measured amounts and the requirements for the entire lines, whether for one press or a dozen, are continuously and automatically handled, the announcement states. The pump occupies about 2 square feet of space. It is connected to the steam line with one simple tee connection and plugged into any 110V electrical outlet.

Advantages claimed for the Firmex fluid are that it is non-corrosive and nontoxic; that if, through accident, an excess amount of the chemical is applied to a garment, no harm is caused.

Art Friedman, who runs Perfection Cleaners in Oak Park, Illinois, and who is associated with Perfection Products Company and Identification, Inc., is president of the new company.

Tank Production Increased

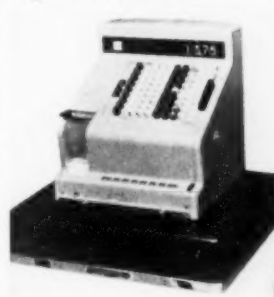


Takamine Laboratory, Inc., has announced increased production of its Rite-Temp Radiant-Heated Digester Tank. The portable Rite-Temp tank uses a low-watt heating element to maintain an efficient digesting bath temperature of 110 degrees F. Due to its design, the company states, it cannot overheat and cause damage to garments. In addition, the special heating element eliminates the need of thermostatic controls.

The Rite-Temp tank has a full 6-gallon capacity and features a replaceable inner tank. It is constructed of heavy-duty, porcelainized metals with two handles for easy lifting.

Additional information and literature may be obtained by writing Takamine Laboratory, Inc., Clifton, N. J.

Register for Small Business



An itemized-receipt-printing cash register, with a built-in adding machine feature, has been introduced by The National Cash Register Company, Dayton, Ohio, specifically for small business. This Model 21 machine mechanically adds the individual prices in a multiple-item sale, adds the amount of tax, and prints the total on a receipt. The itemized receipt is the customer's "take-home" proof of what she spent for each item or service purchased, and the businessman's assurance that correct prices are recorded. The receipt also shows the name of the store, identification of the salesperson and departments.

The adding machine feature can be used for any adding job, at any time, without disturbing the locked-in cash register total.

Activity counters on the machine show the number of cash sales, charge sales, received-on-account, paid out, tax, and no-sale transactions. They also show the total number of customers served and the number of times the cash total has been reset.

The Class 21 can be operated both electrically and manually. It registers any amount from 1 cent to \$999.99 at one time.

New Press Covers

A new line of press machine covers, called Qualitex, has been announced by Quality Products Company. They are made of a new material, known as Asbestall, developed by U. S. Rubber Company to provide a high-per-

LANE**baskets**

are **MATERIALLY**
better



Here's
Why:

- Over-size casters for easy running of any load
- Full capacity bodies
- Hardwood bottoms—dual-riveted—stronger than steel
- Heavy duck sleeves for holding body to frames
- Rounded bottom rivets for smooth surfaces
- Self-embedded rivets in duck prevent sharp cutting edges

Self-embedded rivets in the duck prevent sharp cutting edges. That's the kind of rivets you'll find in all Lane canvas baskets—not the splitting type that leave sharp edges to snag or mar delicate materials or scratch employees.

All handles and leather rim binding are secured this way—assure a firm grip on the canvas—will not pull out under stress.

Investigate Lane baskets, hampers and trucks today and see for yourself why Lane is the standard of quality.

Clip the coupon below

Lane



W. T. LANE & BROS., INC. Poughkeepsie, New York

Please send me further information on Lane baskets, hampers and trucks.

Name

Company

Address

Town Zone State

My distributor is

formance pressing surface. According to Quality, the covers have a property which helps prevent shine.

The announcement also states that the weave of the Asbestall material permits making of quick and easy lays but prevents slipping after the lay is made. It is also said to permit faster passage of steam and vacuum, increasing production. According to Quality, because Asbestall is more resistant to the destructive action of steam and moisture, the Qualitex covers last longer.

Further information can be obtained from Quality Products Company, 5760 W. Grand Ave., Chicago 39, Ill.

New Patek Digester

A new digester, known as Improved Plex, has been announced by Patek & Co., 1900 16th St., San Francisco 1, Cal. The product is packed in 1-pound jars with self-closing dispenser caps which keep out air and moisture. According to the manufacturer, the new Plex is highly concentrated and designed to produce the best results when made up 1 level teaspoonful per gallon of water in digester baths.

Full details may be obtained from Patek representatives or stores.

New Chalk Board

A durable new chalk board has been put on the market by A.C. Davenport & Son, Inc. The chalk boards are available in black or green, with wooden frames finished in natural color. The manufacturer suggests their use for last-minute instructions, price changes, late bulletins, etc. They are easily

wiped clean with a chalk eraser or a damp cloth.

The boards are available in five handy sizes. Further information about the Dav-Son Durable Chalk Boards can be obtained from A. C. Davenport & Son, Inc., 311 N. Desplaines St., Chicago 6, Ill.

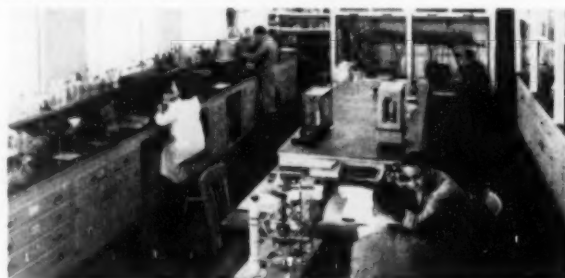
Premium Promotion Plan



A premium and sales promotion plan being offered to drycleaners by See-lect Products Co., Sheboygan, Wis., features as premium the Add-A-Closet clothes hanger distributed by that company. This space-saver fits over a door, needing no nails or screws; it is chrome-finished and felt-backed to prevent scratches. It may also be used for hanging freshly ironed clothes, for traveling, for holding guests' wraps, etc., and will hold up to 250 pounds.

The gadget is now offered as a goodwill premium for drycleaners, with exclusive distribution in each city. Each hanger will bear the name, address and phone number of the cleaner. The promotion plan suggests offering the premium free with any sale over a certain figure, or as a door-opening gift to new residents or newlyweds.

Alrose Expands Facilities and Services



Greatly extended facilities has devised a simple procedure for the production of drycleaning detergents are shown in the photograph above of one of the modern research laboratories of the Alrose Chemical Company. The firm announces that it

has devised a simple procedure for making soap tests. Test fabric swatches with instructions for testing will be sent upon written request to Dept. 65, Alrose Chemical Company, Box 1294, Providence 1, R. I.

Industrial Nylon Flannel

A new type of industrial nylon flannel, trade-named Flalon, is now being manufactured by Kenwood Mills of F. C. Huyck & Sons for Burgess-Berliner Associates, 2710 S. Parkway, Chicago 16, Ill., the developers of this fabric.

Flalon is described as a woven and thickly napped double-faced white flannel made of closely crimped, heat-set nylon fiber staple. Coarse nylon fiber is used for the fill yarn to produce a springy, high-pile, fluffy nap. A finer nylon fiber is used for the warp yarn to contribute strength and dimensional stability, and control the porosity. The fabric is said to be nonflammable, quick drying, nonabsorbent, resistant to heat, abrasion, rot and mildew, and to have high tensile strength. It will not stretch, shrink, curl or distort, it is claimed.

Flalon was developed for use as padding on all types of laundry and drycleaning presses as well as other industrial purposes. It is now available in rolls of 25 linear yards in 54-inch width. The material is about $\frac{3}{16}$ inch thick.

Plastic Bag Promotion



The Mehl Manufacturing Company, division of Sydney-Thomas Corp., Cincinnati, Ohio, is featuring its plastic storage and travel bags in national advertising. Newspaper advertising mats and streamers are also offered to help in promoting sales of the bags, suggested for drycleaners as an over-the-counter item, especially for the winter months.

Jonah Mehl, president of the company, also points out that it has developed special counter cartons to hold the bags in attention-getting displays. The bags are available in 44-inch suit size, 60-inch dress

size, and 72-inch formal dress size. A blanket bag is also available.

Results of a survey undertaken by Mehl to check the value of the self-service rack for the transparent bags showed a favorable reaction from 92 percent of the drycleaners who used it. Over 94 percent, the announcement states, reported that the rack definitely did increase sales.

New Nicholson Bulletin

The new two-page Bulletin No. 351, issued by W. H. Nicholson & Company, features a new Type D Thermostatic Bellows Steam Trap. This trap is smaller in size and capacity than other types made by the company, and is intended to meet the requirement of many applications for a smaller trap.

As described in the bulletin, the new trap embodies several improved design features, including generous-sized hexagon shanks to accommodate standard wrenches, for installing or removing bellows and valve, thus eliminating strain on the bellows element; rugged internal guide rod and tube for maintaining alignment of valve and seat, as well as removable hardened stainless-steel valve and seat. It is made of bronze construction, sizes $\frac{1}{4}$, $\frac{3}{8}$, $\frac{1}{2}$ and $\frac{3}{4}$ inch, in angle type only for pressure from vacuum to 200 lbs.

Bulletin No. 351 may be obtained on request to W. H. Nicholson & Company, 12 Oregon St., Wilkes-Barre, Pa.

New Folder on Purifiers

The V. D. Anderson Company has announced a new illustrated 8-page folder on its line type Hi-eF Purifiers. The folder describes how these mechanical separators clean up steam, vapor, compressed air and gases by removing 99 percent of dirt, solids, moisture, etc. It explains how these compact units keep moisture and dirt out of paint spray equipment, air tools and other pneumatic equipment; how they clean up steam, protecting all types of steam drums and steam ejectors; how they remove water and oil from gas lines, as well as many other pipeline applications.

Installation photos illustrate equipment arrangements and a blueprint drawing shows piping layouts. Selection tables, dimensions and capacities are also included.

For a free copy of the bulletin, write to Purifier Division, Bruce Wright, Sales Manager,

I'll
stick
to
**DAILY
DELIVERY
TAGS ...**



because they just snap on and stay put till delivery time . . . and no snags, either. A one-piece fastener that simplifies markingsystems. Your jobber stocks them in ten colors—either wet-strength fibre or cloth. Write for samples or check with your jobber. You'll stick to Daily Delivery Tags too, because they suit your business better.

**DAILY
DELIVERY TAGS**

Pittsburgh

1112 GALVESTON AVENUE
PITTSBURGH 12, PA.

**TAG
COMPANY**

Sales Promotion Tips

... For BERLOU Mothproofing Dealers

POINT-OF-PURCHASE AIDS such as posters, signs, window banners, counter cards—anything you place in your window or counter area to remind your customers of your special services—can be tremendous profit boosters.

In reality, they are simple reminders—they imply or suggest to your customer the benefits he or she can obtain by taking advantage of your services. They are your silent salesmen—they take over when your salespeople are busy, or when they forget to suggest and promote your extra services.

Point-of-purchase sales aids should be designed to arouse interest—they should give just enough information to make your customer want to know more about it. Use these aids to promote your profitable services such as Berlou Mothproofing. The Berlou Company provides its dealers with several different types of point-of-purchase aids such as Authorized Dealer signs, window banners, decals, Low Cost Cards, and glass mirror signs. You can take a hint from Berlou advertising when designing other advertising, because Berlou's point-of-purchase aids have been tested and proven.

SINCE 1930, Berlou has been the leader in its field—our dealers have found that Berlou promotion pays. National advertising—cooperative ads—decals—free mats and copy—direct mail—pocket and statement stuffers—and the point-of-purchase material all combine to make Berlou the best known and most profitable mothproofing service any dealer can offer.

Present Berlou dealers can obtain free information and advice on any Berlou promotion material by writing directly to the advertising department.

THE BERLOU MANUFACTURING COMPANY
435 Monroe Street Marion, Ohio

Also: The Berlou Company (Canada) Ltd.,
London, Ontario, Canada

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Ohio.

New Steam Trap Bulletin

Bulletin No. 233, just issued by Armstrong Machine Works, Three Rivers, Mich., contains information on steam trap applications. The bulletin tells how to analyze the cost of traps, how to figure the effect of traps on operating cost and how to order traps. Included are recommended trap sizes for ironers, presses and other small units, dry tumblers, dryroom pipe coils and water heaters. Physical data, sizes and prices of traps are given.

A free copy of the bulletin may be obtained by writing to the company.

Unipress Reports Progress

The directors of the Unipress Company, Incorporated, of Minneapolis, Minn., recently approved payment of a cash dividend amounting to \$5 per share to stockholders on record at the last meeting of the board.

The Unipress Company, Incorporated, was acquired by its present owners about two years ago and, according to Ira C. Maxwell, president, much progress has been made. Sales have steadily climbed with commensurate increases in earnings. Mr. Maxwell also states that considerable research and development are now being conducted and that the resulting improvements in garment finishing machinery will provide more productive, labor-saving units for the laundry and dry-cleaning industry.

The board of directors of Unipress includes: John T. Davenport, Atlanta Distributing Company, Atlanta, Ga.; Morris Landau, Cummings - Landau Laundry Machinery Co., Brooklyn, N. Y.; Hugh G. Henderson, Houston, Texas; D. W. Hughes, Hughes Laundry Machinery Co., Dearborn, Mich.; W. A. Pellerin, Pellerin Laundry Machinery Sales Co., New Orleans, La.; A. J. Kwakernaat and Ira C. Maxwell, Unipress Company, Inc., Minneapolis, Minn.

In addition to the board of directors, the stockholders of the Unipress Company, Incorporated, include William Green, Atlanta Distributing Company; I. Brooks, B. M. S. Laundry Machinery Company, Cleveland, Ohio; Paul Farrington and N. Engebretson, F. & E. Sales Corporation, New Albany, Ind.; Albert Friedman and Archie Israel, Talley Laundry Ma-

chinery Company, Greensboro, N. C.; J. L. Thomas, Ed L. Thomas, Jacksonville, Fla.; J. J. Cohen, Universal Laundry Machinery Company, St. Louis, Mo.; W. H. Krussow, Unipress Company, Inc.; Lucille Hughes, Hughes Laundry Machinery Company, Dearborn, Mich.

Dicalite Names Zadigan

Ruben Zadigan has been appointed district manager in the western New York and western Pennsylvania area by the Dicalite Division of Great Lakes Carbon Corporation, it has been announced by Joseph E. Moran, the Division's general sales manager. New Dicalite headquarters for this area are at 975 Fuhrman Blvd., Buffalo, N. Y.

Mr. Zadigan is a graduate of the University of Kansas. After serving 31 months in the Middle East as a captain in the Corps of Engineers, he resumed his studies at the graduate school of Brooklyn Polytechnic Institute. Before joining Dicalite he was associated with the National Brewers' Academy of New York as a technical sales representative.

Warco Appoints Wagner



PAUL S. WAGNER

W. A. Ramsey, president of Warco Laboratories, Los Angeles, Cal., has announced the appointment of Paul S. Wagner as Western service representative. Mr. Wagner has been associated with the drycleaning industry for the past 20 years, and has just completed a six-months intensive course of training at the Warco Laboratories under Mr. Ramsey's supervision.

While Mr. Wagner's calls on the industry will be primarily in the interest of Warco products, Mr. Ramsey said that he is fully qualified and will be glad to advise on all practical and effective methods of spotting, cleaning and finishing.

Milnor Delivers to Uncle Sam



SIX TRUCKLOADS of Milnor stainless steel washers and extractors, made by Pellerin Milnor Corporation of New Orleans, La., on their way to do their part for the national defense program

Columbia Appliance Moves Kennedy Moves

Irving Kaplan, vice president of Columbia Appliance Corporation, has announced the removal of the company's plant, offices and service department to 47-47 35th St., Long Island City, N. Y. The former plant is being used for warehousing present production of cleaning machines, accessories and solvents. The larger quarters, Mr. Kaplan states, will permit expansion of new model machine activities as well as accessory manufacturing.

Sales in the Metropolitan New York area are in charge of Morey Silverman, who has been with the company 14 years. The service department is supervised by Harold L. Cael, who has been 20 years with Columbia.

Kennedy Products Co. has announced the removal of its plant and laboratory facilities to a new, completely equipped building just outside of Cincinnati. The offices remain at 4125 Orchard Lane, Cincinnati 36, Ohio.

Two Buckeye Appointments



LEONARD SCHWARTZ

New England School Travels

A program of one-week full-time courses in spotting and related subjects, to be given anywhere in the United States and Canada under sponsorship of local organizations, has been announced by the New England School of Dry Cleaning, 1775 Revere Beach Parkway, Everett, Mass. According to Zussman Freeman, faculty director, a program of weekend and one-day clinics is also available to interested groups.

Fraley Back at Diamond

Fred W. Fraley, a vice president of Diamond Alkali Company, Cleveland, Ohio, who has been "on loan" to the U. S. Government, returned to Diamond from Washington on December 15. Mr. Fraley served as assistant administrator in charge of the Chemical, Rubber and Forest Products Bureau of the National Production Authority, Department of Commerce.

In announcing Mr. Fraley's return, Diamond President Raymond F. Evans explained that Mr. Fraley's duties will involve special assignments, including relationships of the company with the government and the chemical industry as a whole.



H. KENNETH ROBINSON

The appointment of Leonard Schwartz and H. Kenneth Robinson as Buckeye sales and service technicians has been announced by John R. Young, sales manager, Buckeye Dry-cleaning Division, Davies-Young Soap Company, Dayton, Ohio.

Mr. Schwartz will be terri-

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The world's only method of invisible marking, National's FANTOM-FAST, now has an offspring... The Fantom-Bantam unit! Ideal for shirt identification and bachelor bundles, a must for the small laundry. Manually operated; contains 6 type wheels, each with full alphabet and numerals 0 to 9. Characters about twice as big as regular black ink marks. Every plant has its own symbol.

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SOLVINK Removes the Most Stubborn Stains Easily and Safely

says Mr. W. A. Ashmore, Poinsett Cleaners, Greenville, S. C.

"I like Solvink because the method of preparation for applying it to the garment is simple, yet it is sufficiently strong to remove the most stubborn ink stains. And we have found that it removes other stains equally as well!"

That's why Mr. Ashmore, with 27 years of cleaning experience uses SOLVINK regularly.

You will find, too, that SOLVINK removes spots quickly and easily, without harming even the finest fabrics.

SOLVINK is the easy and safe way to remove ink, rust, paint and blood stains. Safe on all white and fast colors.

One set of half pints—\$2.25 . . . Use them separately or together, full directions on each bottle.

For economy—Pints, Quarts and Gallons available.

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- GREENZYME—Digestant
- IODAZE—for Iodine Stains
- SIZ-IN—Hat Size

GREENVILLE CHEMICAL CO.

Corner of E. Stone Ave. & Bennett St., Greenville, S. C.



torial representative in New England from Connecticut to Maine, with headquarters at Springfield, Mass. He is the son of a Memphis, Tenn., drycleaning plantowner and has had 10 years' practical experience in drycleaning plants, mostly in New England. Mr. Schwartz is a veteran of World War II.

Mr. Robinson is the new representative for Canada. He has had 18 years' experience with drycleaning firms in the province of Ontario, has served 14 years as representative of an allied trades firm, and was branch manager of a supply house for 4 years. His headquarters will be in Toronto with particular emphasis on serving the eastern half of Canada.

Mr. Young noted that Mr. Robinson is the firm's first Canadian representative, and will introduce the complete Buckeye line to the thousands of Canadian drycleaners.

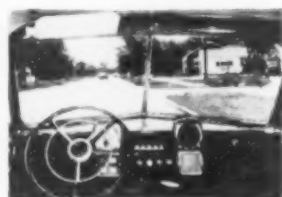
Staff Changes at NCR

E. H. Bleke has been appointed Chain Store Division manager of The National Cash Register Company with headquarters in Dayton, Ohio. He succeeds G. W. Moore, who

has assumed the position vacated by Mr. Bleke in Detroit.

Mr. Bleke started working for NCR at Ft. Wayne, Ind., in 1928. Later he was transferred to the Columbus office where in 1931 he joined the sales organization. For the past seven years he has been chain store manager in Detroit.

Dodge Truck Improvements



Improved visibility in 882 square inches of glass in windshields of B-4 Series Dodge Job-Rated trucks

William S. Woolsey, director of truck sales, Dodge Division, Chrysler Corporation, has announced that a new self-shifting transmission is being offered for the first time in the industry on $\frac{1}{2}$ - and $\frac{3}{4}$ -ton models of the new B-4 Series Dodge Job-Rated trucks. The new Dodge Truck-o-matic transmission with glycol fluid drive frees the driver of

almost all manual gearshifting, the announcement states, while retaining driver control, giving him higher efficiency. According to Mr. Woolsey, the new transmission is expected to find wide use in stop-and-go delivery trucks.

Among 50 other new features in the B-4 Series are the introduction of three new engines and increase of power output. Gross horsepower of the Route-Van delivery truck has been increased to 99. Other features include improved braking, new tinted glass, new heaters and reinforced cab bodies.

New Canadian Company

Announcement has been made of the organization of a new equipment and supply company, Dalex Co. Limited, which will service the drycleaning and laundry industries in Canada. Harry Curtis, advertising manager of Dominion Tar and Chemical Company Ltd., parent company of Standard Chemical Company Ltd., and D'Arcy McConvey, president of Dalex Limited, announced the sale of the equipment end of Standard's operation to the new concern. Standard will continue

to handle chemicals for the two industries while Dalex will also act as agents for the Standard line of chemicals and supplies.

The active personnel of Dalex is made up of former Standard employees. Mr. McConvey was formerly assistant sales manager of Standard's Industrial Chemicals Division. Vice president and sales manager of the new organization is John Clinton, formerly Standard manager of equipment sales. Bob Dolphin, former member of the Standard sales staff, is Dalex treasurer, and the secretary is A. C. Thornley, formerly assistant to the vice president of Standard.

The new concern is operated by a management committee consisting of A. G. McNamara, chairman; R. W. Williams, vice chairman, and P. G. Skipper, C. E. McTavish, R. C. Dolphin, A. C. Thornley, D. F. McConvey, J. L. Clinton and L. R. Richard.

According to Mr. McConvey, at first the company's business in western Canada will be conducted through agents, since 95 percent of its current business is in eastern Canada. Dalex was operating from 99 Vandervoort Ave., Leaside, and 6501 Durocher St., Montreal, pending

completing of an office and warehouse building at 1270 Castlefield Ave., Toronto, and one in Montreal. Service will be supplied through arrangements with a large machinery company, it was announced.

Troy Promotes Washburn



M. J. WASHBURN

The appointment of M. J. Washburn as general sales manager has been announced by Troy Laundry Machinery Division, American Machine and Metals, Inc., East Moline, Ill. Mr. Washburn succeeds Clifton

W. Johnson, who has resigned after serving as Troy's general sales manager for six and a half years.

Mr. Washburn is a graduate of Colorado A & M University, with a degree in electrical engineering. During World War II he served in the Army for four and a half years, rising to the rank of Lieutenant Colonel. He joined the Troy organization in 1946. Since August 1947 he has been manager of Troy's central sales division.

New Marclene Distributors

Marclene Chemical Products Corporation, 1181 Jefferson Ave., Buffalo 8, N. Y., has announced the appointment of two new distributors for its One-Two System of prespotting which incorporates the use of Marclene Penetrant and Marclene Detergent.

Atlas Specialty Co., 718 Atlantic Ave., Brooklyn, N. Y., has been appointed distributor for the One-Two System for the Metropolitan New York area. M & R Machinery Corporation, 257 Harrison Ave., Boston, Mass., will represent Marclene throughout the New England area.

Lippold Joins Rassenfoss



H. O. LIPPOLD

The Rassenfoss Bag Company, Glenview, Ill., has announced the appointment as sales representative of H. O. Lippold, who is well known to the industry. He will promote sales of Cedar Shield Storage Bags and Luxor Plastic Garment Storage Bags.

Mr. Lippold will also introduce to the industry the Zip-Luxor Travel and Storage Bag line. These plastic bags are now being made with the new all-plastic Jam Proof zipper, the company announces.

Chrisman Merger

According to an announcement by E. L. Chrisman, manufacturer of Elcco drycleaning and laundry equipment, the E. L. Chrisman Company of Los Angeles has become a part of Fleetwood-Airflow, Inc., Wilkes-Barre, Pa. The Fleetwood firm has assumed control of E. L. Chrisman Company, with Mr. Chrisman becoming vice president of Fleetwood-Airflow, Inc. This company has been a producer of heavy-duty refrigeration equipment for many years.

Production of the Elcco equipment will be continued at the Los Angeles headquarters and will be added to the Wilkes-Barre plant to serve the Eastern and Midwest markets. Mr. Chrisman also announces that a system of nationwide financing of contracts has been established to provide complete package financing for purchasers of Elcco equipment through jobbers, independent salesmen and machinery dealers.

Officers of the combined firms include: Louis L. Popky, president; Charles S. Popky, vice president and treasurer; E. L. Chrisman, vice president; Harry N. Popky, secretary.

The organization is now en-

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Orvus Extra Granules**

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synthetic detergent**

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gaged in establishing additional representatives for Eleco dry-cleaning and laundry equipment in many parts of the country. Further information can be obtained by writing to Mr. E. L. Chrisman, E. L. Chrisman Company, Inc., Division of Fleetwood-Airflow, Inc., 8255 Compton Ave., Los Angeles 1, Cal.

Street's Appoints Orcutt



ARTHUR C. ORCUTT

On December 1, 1952, Arthur C. Orcutt was appointed to the research staff of R. R. Street & Co. Inc., Chi-

cago, Ill. An electrical engineer, Mr. Orcutt joined Street's in April 1951 and has acquired background experience for his new assignment while serving in the capacity of field technician with headquarters in Dallas. His recent move to the company headquarters at Chicago was slightly ahead of the original schedule due to the current nationwide interest in the extractor rinse process as applied to the two-bath, super-soap method of drycleaning.

According to Street's the extractor rinse process, on which patents are pending, is developed to a state of standardization as far as the actual spraying of rinse solvent into the extractor is concerned, and the installation of Street's spray-nozzle assembly requires only a matter of minutes. Mr. Orcutt's initial efforts will be directed to refinements in those operations which are associated with the extractor rinse process but which, because of the varying conditions in drycleaning plants, may present problems in engineering.

Mr. Orcutt's background includes study for his degree in electrical engineering, at Michigan State College; study at the NICD where he received high-

est honors; superintendency of a drycleaning plant, and his latest experience as a field technician for Street's. In his new assignment he will enjoy the cooperation of those in Street's research staff who participated in the development of the extractor rinse process.

Sec Promotes Blackman



CARL W. BLACKMAN

The appointment of Carl W. Blackman as vice president of Sec-o-matic Corporation has been announced by R. B. Tompkins, president. Mr. Blackman

has been associated with Sec-o-matic for a number of years as sales and general manager. He will continue to maintain his offices at the main plant, 55 La France Ave., Bloomfield, N. J.

Diamond Staff Changes

New assignments for two members of the Diamond Alkali Company sales organization, Justus U. Belville and Kemble S. Lewis, have been announced by W. H. McConnell, director of sales. Mr. Belville becomes staff assistant to J. C. Forsyth, manager of alkali specialty sales at the company's general headquarters in Cleveland. Mr. Lewis becomes assistant manager of Diamond's Chicago branch sales, the position formerly held by Mr. Belville.

Mr. Belville's business background includes experience in both the alkali specialty and general chemicals sales fields. A graduate of Colgate University, he joined Diamond in 1941.

Mr. Lewis has been associated with Diamond since 1947, when he joined the Chicago branch sales office to do technical sales and advisory work. His sales activities covered Diamond's complete line of over 100 chemicals.

Why Is the Color Gone?

by C. B. ANTONSON

LOSS OF DYESTUFF is one of the most frequent causes of damage to garments. This color loss may be due to a failure in some phase of the cleaning process, such as overzealous spotting, or to some condition which the garment encountered during wear or storage.

Sunfading

The fact that dyes are generally tested in laboratories by means of a fadeometer to determine their resistance to sunfading points up the importance of this factor in fabric serviceability.

Some dyestuffs are more quickly affected by sunlight than others. Dyes used on cotton often are very susceptible to this type of damage. An example can usually be seen by lifting up the collar of a suit that contains a high percentage of cotton. The fabric that has been exposed to the sun will be many shades lighter than the color in the protected area under the collar. Because this type of damage occurs only on the side of the fabric that was exposed to the sun its identification is not difficult.

Most people know that the sun has a very strong bleaching action, as shown by the lightening of the hair during the summer months. Yet they frequently allow their garments to lie or hang exposed to the sun's rays for a long time. They may toss a garment on the back shelf of the car, or hang it near a sunny window. This type of carelessness often means that the garment loses color in various streaks depending on how it was exposed.

Acid gas fading ("fume fading")

This type of damage is confined to dyestuffs used on acetate. Unlike sunfading it occurs on both sides of the fabric, and is usually a general faded condition over the entire garment.

When fuel burns, gases are given off which have the potential of becoming acids when combined with moisture. The fuels themselves sometimes contribute to this result. Natural gas, for example, is one of the best sources for acid gas fading because it adds much moisture to the air when it burns. But whatever the fuel,

Cleaner's Clinic

BY "DOC" FILTROL

Rx

PRESCRIPTION FOR PRECOATING

Precoating of filters, although elementary, is of prime importance to good filter operation. The precoat protects the screen or bag surface and allows free solvent flow without permitting openings to become plugged with hard-to-remove dirt, lint or grease.

SUGGESTED PROCEDURE

Screens should be scraped down or back-washed nightly. To precoat: fill washer to normal level, start washer, add filter powder to washer in correct amount, agitate for a few minutes, open system to filter and allow to circulate until both sight glasses are clear plus about 5 minutes. System is now ready for operating.



The following points should be observed in obtaining and maintaining an adequate precoat: (1) Use DC FILTROL—the "ALL-PURPOSE" filter powder. (2) Start with clean system—bags and screens particularly. (3) Use enough filter powder. (4) Operate filter pump continuously—by-pass recommended. (5)

Add powder at slow even rate—see "Suggested Procedure" above. (6) Precoat daily—or whenever pump has been stopped.

In general, for precoating, filters require about 10# filter powder per 100 sq. ft. of filtering surface—3—3½# per 1000 GPH filter. When using DC FILTROL, use amounts in following table:

1000 gph—3 lbs.
2000 gph—4½ lbs.
4000 gph—7 lbs.
5000 gph—8 lbs.
8000 gph—12 lbs.
1# DC FILTROL = 1 quart

One of a filter powder's most important functions is that of providing a good precoat. When you use DC FILTROL on the precoat and with each load, you assure yourself of efficient filter operation while completely protecting bag or screen surface. Ask your distributor today for DC FILTROL.

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there is generally enough moisture present in the atmosphere to combine with the acid gases and form a strong mineral acid such as sulfuric acid. A fabric that hangs for some time exposed to these acid gases and moisture is certain to develop a strong acid condition.

While acetate dyes are the only dyes to suffer from acid gas fading, the same acid condition can become so concentrated that it will deteriorate other fibers than acetate. The most common case is in sheer acetate or rayon curtains that become so weakened by the effect of such an acid that they fall apart completely when they are drycleaned. For this reason these curtains are usually accepted only at the customer's risk.

Many a garment damaged by acid fading has been paid for by the innocent drycleaner. Many articles have been written to make the consumer conscious of this problem. While most women today are aware that such damage takes place through no fault of the drycleaner, it still is occasionally presented as reason for a claim.

Manufacturers of acetate dyes are highly conscious of this problem and have tried to overcome it. Their efforts have brought about the use of an alkaline inhibitor with such dyes. As the acid is absorbed by the fabric and the dyestuff, it is immediately neutralized by the alkalinity of the inhibiting agent.

Acid fading

This type of damage is almost identical with acid gas fading except that acid fading is confined to spots or localized areas on the garment.

Acid conditions under the arms of dresses (acetate) usually cause this type of color loss. In fact, any acid condition that is allowed to remain in the fabric sets up the possibility of acid fading.

This damage may be caused in the drycleaning plant, as from the improper use of such spotting agents as general formula, rust removers, oxalic acid, etc. Unless these spotting agents are completely rinsed from an acetate fabric there is a good possibility that acid fading will take place.

Acid fading may also be caused by less potent acids such as some contained in foodstuffs and beverages, provided they are allowed to remain in the fabric long enough.

An interesting recent example of acid fade was due to the use of neoprene in a bonded-wool shoulder pad. The neoprene began to break down, forming a strong concentration of hydrochloric acid. In this instance the acid was strong enough to deteriorate the fabric as well as to cause acid fading on acetate garments.

Solubility of dyestuff

Dyestuffs are affected by many chemicals which dissolve them and cause a loss of color. The following are perhaps the most commonly encountered cases:

Alcohol: This chemical was commonly used for many years in spotting operations. The advent of acetate dyes almost completely eliminated this use of alcohol. Some spotters still use it in the removal of dye stains, but because acetate fiber is present in many fabrics, some risk is involved. Alcohol is still used in many prespotters, but its presence even here must be taken into account when they are used on acetate fabrics. Loss of color from some medicinal or proprietary stains is also caused by the presence of alcohol in the mixtures.

Acids: Acetate dyes also bleed in acid solutions although not to the same degree as in alcohol. However,

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F. O. B. MANITOWOC

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Has a capacity of 40 gallons per hour, and may be used for continuous or intermittent distillation. Quickly and easily attached to the solvent line of your present machine. No pump necessary. Bring your present equipment up-to-date, with continuous distillation.

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this fact has led to discountinuanance of the old routine practice of "souring" everything as the last operation in wetcleaning. When acetate fabrics were exposed to such a souring bath, which was then followed by extraction, the dye printed off on whatever it contacted. In such cases the contact dye stain is the worst problem and the actual loss of color may not be sufficient to be detected. But the use of acid spotting agents in conjunction with the heat of a steam gun might very well mean a severe color damage.

Alkalies: Wool and silk are the fibers generally affected by alkalies. These fibers are dyed with "acid dyes" which, when subjected to alkalies, are neutralized and begin to bleed. Souring then becomes a necessity to again set the dye.

In some cases, where a strong alkali such as caustic soda is encountered, a severe loss of color takes place very quickly. Unless such a strong alkali is immediately neutralized by an acid such as 28 percent acetic or 10 percent formic, this damage will be permanent.

One of the most serious problems of color loss that falls under this heading is known as "loss of topping dye." This occurs in fabrics, usually gabardine, which have been dyed by topping one dye on another to give a desired shade. This top dye bleeds on the alkaline side. Therefore, when one of these fabrics is wetcleaned using a mild alkaline soap, a complete loss of the topping dye takes place. This very often results in the trousers to a suit becoming an entirely different color from the jacket after the wetcleaning operation.

Drycleaning solvents: It may seem strange to list standard drycleaning solvents as a source of color loss,

yet some dyes bleed in them very profusely. While it is agreed that one of the qualifications on a serviceable dyestuff is ability to withstand the accepted standard cleaning solvents, the practical answer is that we do handle many unserviceable fabrics and dyestuffs.

Perhaps the most common illustration of this kind of damage is the bleeding that so often occurs when red draperies are cleaned, or the pink dyestuff that bleeds out completely when the garment is cleaned. In other cases yellow dyes bleed, leaving an originally green print a sickly gray.

More recently corduroys have appeared that have been treated with an oil finish to give a soft luster. When this oil is dissolved by the cleaning solvent a loss of color takes place. Leather dyes are also good examples of dyes that are affected by solvent.

Fortunately, bleeding of dyes in cleaning solvent is usually not sufficient to be noticeable, although the claim that draperies "faded" when they were cleaned is a fairly common problem.

Plain water: It is unfortunate that dyes so completely unserviceable that they will not withstand plain water are used on fabric. Yet one of the most serious problems that has faced the cleaning industry for many years has been a buckram that is dyed with a black pad dye that dissolves freely in water.

There is also the problem of dyes that are incorporated into water-soluble sizings. When water dissolves the sizing a loss of color takes place.


Water plus solvent: For a long time drycleaners as well as analysts were confronted with a type of color loss that could not be explained. At first it was thought

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Cuts wetcleaning and spotting by at least 50%



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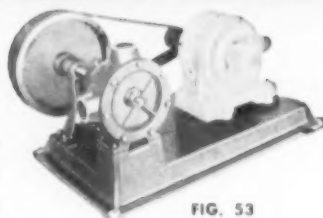


FIG. 53

Each is built to handle the specific job. Outstanding features include fast self-priming . . . smooth, even discharge . . . low power requirements . . . compact and rugged construction.

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that prespotters containing alcohol were the cause, then the blame was placed on water-repellent solutions. Eventually it was discovered that if a drop of water is placed on a piece of colored acetate fabric, and this fabric is immersed in plain solvent, a very severe loss of color will occur in the wet spot.

This fact must be remembered when moisture is used in connection with the cleaning operation. You must be certain that the moisture present is in some way emulsified before it enters the drycleaning washer, or that emulsifying agents are used that are adequate to take care of any free water that may be present in the solvent.

Other chemicals that cause color damage are not widely used in cleaning procedures. Certain others must be diluted considerably before they can be used safely. An example is pyridine, which in its full strength will severely damage color, and must be reduced to at least a 10 percent concentration.

Bleaches

Since the function of bleaches is to remove color, obviously any accidental contact of these solutions will cause damage to the color of a fabric. Greatest care must be given to handling the strong bleaches such as potassium permanganate, sodium hypochlorite (chlorine), sodium hydrosulfite (stripper) and strong concentrations of hydrogen peroxide. Even the weaker bleaches such as sodium perborate will cause color damage if allowed to remain in the fabric for a long time.

Of all the bleaches, chlorine probably leads the list as a cause of accidental damage. This is no doubt due to the fact that chlorine (Clorox) is a common household bleach. Also, because it is a transparent liquid, the customer does not realize she has spilled it on her garment until she notices the color has been affected. Sometimes this damage does not show up until the garment has been drycleaned, which then presents a serious problem in customer relations.

Abrasion

The small boy who falls and scuffs his Sunday pants knows that a loss of color can occur from abrasion. Constant friction on a fabric because of some activity of the customer, during either work or play, can also result in a crocking off of dyestuff and thus a loss of color.

Spotters must bear in mind that the same crocking off can take place through improper use of a bone spatula or spotting brush, particularly on hard-finished acetate fabrics.

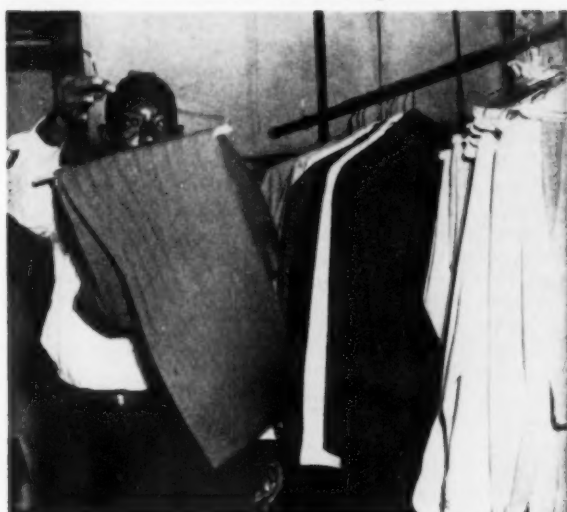
Restoration in cases of color loss

There are three chief means of restoration for garments damaged by a loss of color. Of these, redyeing is probably the most widely used. This process is particularly satisfactory in the case of woolen fabrics.

Another possible though infrequent recourse is the use of a strong bleaching agent to reduce the over-all color of the garment to that of the affected area. Of necessity, the final color must be light but on acetate fabrics some interesting shades can be achieved.

Where the damage is due to a bleeding of dye which results in an uneven color, this condition can sometimes be corrected by soaking the garment in a wetting agent and water with perhaps the addition of either an acid or an alkali to the bath. Whether to use acid or alkali will be determined by how the dyestuff bleeds. When the garment is cleared the dye must then be set to prevent further bleeding. # #

Pants Finisher's Got Rhythm



RHYTHMIC FINISHER Freddie Baker has just pulled trouser cuffs over guard with left hand; is starting to make swing with right hand, holding top of hanger




HALF OF SWING has been completed. As trousers reach rail, hook will be reversed (see photo above). Note also fingers holding top of hanger

The finishing and hanging of trousers to rhythm is a unique sight at White Star Cleaners, operated by J. J. Roubique at Baton Rouge, Louisiana. The presser with rhythm is Freddie Baker, who has been finishing wool trousers for White Star for the past 10 years.

As he works Freddie sings softly to himself. Every lay and movement of the buck head and steam pedal is made to rhythm. The more you watch Freddie the more what he is doing and the way he is chanting makes sense. All day long he will turn out between 35 and 40 pairs of wool trousers an hour. And there aren't any go-backs.

When Freddie has finished the lays on both legs he puts both legs on the buck, fly to the back, cuffs to the right. As he reaches for a hanger with pants guard, his right hand runs along the leg. At the same time and in rhythm, his left hand is moved toward the cuffs.

Freddie takes the hanger by the top, not the hook, and brings it down to the cuffs. As he does this about six inches of the bottom of the trouser legs have been folded forward by his left hand. The trouser guard



CARBON TETRACHLORIDE

99.99% Pure

Also

ZOL

Specialty Carbon Tetrachloride
Base Drycleaning Mixture

STAUFFER CHEMICAL COMPANY

420 Lexington Avenue... New York 17, N. Y.
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IT'S HERE ! ! !

The Anderson EASY-LOCK Drapery Protector

—the greatest Time and Money saver yet devised for concealing hooks while draperies are being cleaned



How It Works—

Top is pulled up and with a simple twist locks open. Drapery hooks are slipped into holes without scratching fingers or damaging drapery material. After hooks are inserted—a twist of the top and the heavy duty spring pulls cover down tightly.

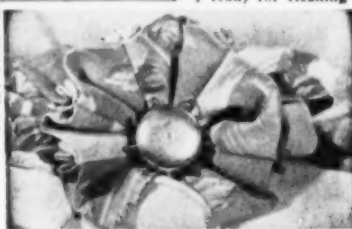
← Shown open and closed

Hooks locked in—ready for cleaning

Takes up to 12 hooks, and when ready for the cleaning process each hook held tightly in place—material cannot be damaged. After cleaning, pull top up—twist and it locks open and hooks come out easily. Money back guarantee—order a dozen today.

**NOW IN USE BY MANY
LEADING DRY CLEANERS**

**\$9.00 a doz.
\$105.00 a gross**



USE
THIS
COUPON
→
ORDER
A DOZEN
TODAY!

ANDERSON SPECIALTY MFG. CO.
5 Hunt Rd. W.E. Jamestown, N. Y.
Gentlemen,

Please send me ONE DOZEN Easy-Lock Drapery Protectors. Our check for \$9.00 is enclosed. If we are not completely satisfied in 30 DAYS our money is to be refunded at once.

Name _____
Street _____
City _____ State _____



... that teams up with the drycleaner to provide him with dependable color-craftsmanship on all items of apparel and household furnishings — for service, for pride, for profits.

Write, wire or phone for details and promotional material without obligation

General Dyeing Co.

MEMBER GARMENT DYERS GUILD OF AMERICA
818 Dorman Street Indianapolis 2, Indiana Phone Imperial 3445

DIP-O-MATIC

WATER REPELLENT DIP TANK

Finger tip control. ZIP—it's up and loading. ZIP—it's down and agitating. ZIP—it's up again. With the DIP-O-MATIC water repelling of garments is profitable business!



Write for catalog and prices.

Hopkins
EQUIPMENT CO.
HATFIELD, PA.

goes in under the fold and with his left hand, making a swing, he pulls the trousers into position over the guard.

His right hand still holds the top of the hanger. With this hold the hanger is given one complete spin which slides the folded legs to one side of the hanger and back, eliminating the chance of a hang that does not follow the crease.

This complete turn or spin, which is accomplished by twisting the top of the hanger between the second finger and thumb of the right hand, is made as the trousers go from the buck to the rail behind Freddie. There is no foot movement at all. A bend at the waist puts Freddie's right hand far enough to the left and rear to reach the rail.

As Freddie's body turns back to face the press he picks up another pair of trousers with his right hand. And he's still singing!

Postcards Pull Specials



ALL NEEDED PROMOTION tools shown by Mr. and Mrs. Edgar Hansen

The simplest advertising tool—the 2-cent postcard—proved the most successful in promoting specials for Whitehouse Cleaners of Salt Lake City, Utah. Owner Edgar Hansen had previously tried all sorts of advertising stunts with varying results, which he described as “varying mostly from poor to worse.”

Finally Mr. Hansen and his wife, who manages the office, set to work with their customer-control list, which shows customers who have brought in only one or two orders in 30 days and regular customers with several orders a month. They selected 100 regular customers and 100 now-and-then customers. Then they took from their prospect file the names of 200 people who lived a short distance from the plant but were not customers.

Next they had 2-cent cards printed by a letter-writing service, using Mrs. Hansen's own hand-writing. The card extended an invitation to stop in at the plant and let Mr. Hansen explain his new method of blocking hats and show a new hat, one that had been blocked, and a

hat with similar wear which had not been blocked. Mrs. Hansen addressed all the cards with pen and ink.

On the Monday following the first week's mailing of 400 cards, 17 hats were brought in for blocking. The week's total was 83 hats. At the end of one month it was found that 16 names on the now-and-then list had to be moved over to the regular customers' list. Several names from the prospect list also moved to the list of "regulars."

The same type of direct mail, with the same number of cards, has been used every month since the first try. A new service is selected each month, such as water repellency, repairs, hand-knit-sweater blocking.

"We are convinced," Mr. Hansen says, "that two factors are mainly responsible for the success of this direct-mail stunt. First, printing the cards in the same handwriting as the address gives them a personal touch. Second, selecting one service and asking the person to come in and see a demonstration or a sample creates interest."

"We have had a good many people tell us that they were in the neighborhood and just stopped in to see. Once they are in the store we try to sell them on at least one initial order." # #

Preacher Practices . . . Some



FORMER ASSOCIATION EXECUTIVE Howard C. Hamilton is now dry-cleaner

Seventeen years ago Howard Hamilton went into drycleaning association work in Michigan. Afterwards he went into the drycleaning business himself and now operates Janet Davis Drycleaners in Detroit.

How much of the advice Mr. Hamilton gave cleaners in association work was he able to apply in his own business when he became a cleaner?

"Not much of it," Mr. Hamilton says, "although the association did drive constantly for a better looking dressed-up store, attractive trucks, and packaging that would sell the service. And I think if there's one thing you can say for our two plants here in Detroit, it's that we have paid attention to that early advice."

"I still think that cleaners are way behind on dressing up their stores. Money spent here will show up in profits and do it fast. The modern dress shop realizes this need; even the hardware store and lumber yard are going in for attractively decorated modern salesrooms."

"So maybe I'm still an association man at heart. Anyhow, I can't help but want to preach my ideas about slicking up the store and using a little showmanship."



A Zipper Repair Tool That Pays for Itself

A single tool—so efficient it easily and quickly repairs any zipper. No experience or special skill required.



ONLY \$12.95

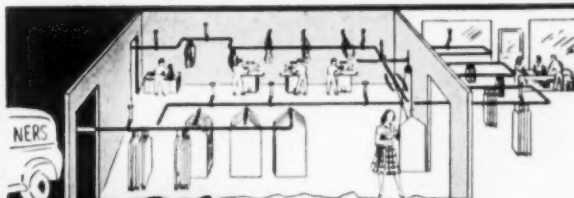
TALON PARTS
REPAIR KITS
\$8.50

Your shop can't afford to be without this wonderful tool. If your jobber cannot supply you, write us direct

See Our Display
—including several
NEW ITEMS

at Cleveland Convention
February 13 - 15
BOOTH 141

NEWHOUSE CO. 3827 San Fernando Road • Glendale 4, Calif.



SAVE UP TO 50%
on HANDLING
COSTS

FREE BOOKLET
SHOWS HOW!



FREE!

ILLUSTRATED
INSTRUCTION
FOLDER

Simple installation procedure shown step-by-step! Shows how you can install-it-yourself, using wrench and screwdriver.

White

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FOR COMPLETE & PARTIAL SYSTEMS

- We provide the inexpensive patented fittings . . . priced as low as 75c each.
- You provide your own 3/4" or 1" ordinary pipe.
- You install-it-yourself. No welding . . . No threading . . . No machining!

Free planning service!

MAIL COUPON TODAY!

Without any obligation to me, please send complete information on CONTIN-U-RAIL Overhead Rail Systems.

Name of Firm _____
Address _____
City _____ State _____
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MACHINE COMPANY Inc.

14th St. & Lafayette Ave. Kenilworth, N. J.

BLOOD
is a pleasure
to remove
with

SCRAM BLOOD

an effective
blood remover
\$4.99 per gal.

 **LABORATORIES**

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jobber or write

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Los Angeles 37, California
Wm. A. Ramsey

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when you use

True Color DYEING SERVICE

Its plus features
are your ticket
to more profit
from dyework
... more happy
customers

Take your choice
of 2 quality services

- ★ Flexform FINISHED-TO-FIT
- ★ E-Z PRESS Semi-Finished

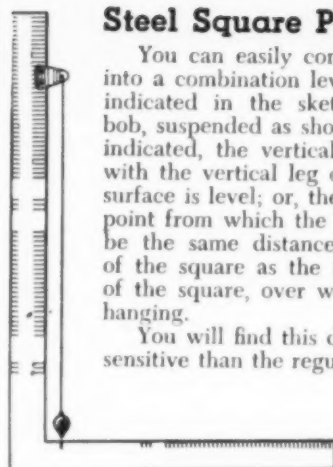
TRU COLOR DYE WORKS
205 Sheffield Avenue, Brooklyn 7, N. Y.

• Write for FREE "Profit-Making Kit" •

Steel Square Plus Level

You can easily convert your steel square into a combination level and steel square, as indicated in the sketch. When the plumb bob, suspended as shown, points to the mark indicated, the vertical thread being parallel with the vertical leg of the square, then the surface is level; or, the upright is plumb. The point from which the line is suspended must be the same distance from the inner edge of the square as the mark on the other leg of the square, over which the plumb bob is hanging.

You will find this device to be even more sensitive than the regular bubble level.



PEOPLE AND PLACES



Knox Drive-in Cleaners, 610 Post Office Court, Springfield, Ill., has been purchased by William McCarty, owner of Springfield Laundry. The two businesses will be operated jointly.

Dutch Cleaners has been opened by William Pipes at Jamestown, Ind.

A fire which caused an estimated \$25,000 damage at Vogue Cleaners, 1416 N. Fourth St., Milwaukee, Wis., was attributed to an iron left connected over the weekend.

Jerry Hanchett has opened a drycleaning plant on Main St., Bradford, Ill.

San-I-System Dry Cleaners, Berea, Ohio, has opened a new plant at 35 E. Bridge St. The firm, operated by Al Leuenberger, president, Ezra Yost, vice president, and Harold Dickenson, secretary, also has branches in Berea Parkway Shops and at North Olmsted.

Davis Cleaners has moved to the Gors Building, Main St., Delphi, Ind.

Clifford Lawrence has opened a drycleaning plant in Niantic, Ill.

Stonerock's Valet Shop, 111 N. Main St., New Castle, Ind., has been sold by James Stonerock to his nephew, Douglas Stonerock.

Fire of undetermined origin caused damage estimated at \$30,000 to the building and contents of the Fashion Cleaners establishment at 1008 Hall St., S.E., Grand Rapids, Mich. The business is owned by John Ibershof and Ben Dieleman.

Robert Marshall has moved his Uptown Cleaners to new quarters in the Chase Building, California, Mo.

A drycleaning plant has been opened in Manilla, Iowa, by Harold Weber.

Star Cleaners and Launderers, 11th St. and Lafayette Ave., Terre Haute, Ind., has opened a store on Clinton Rd.

Lakeview Cleaners, Colon, Mich., has been sold by Mr. and Mrs. Don Southwood to H. W. Mast.

Ansted Cleaners has been opened at 1413 S. Fifth Ave., Maywood, Ill., by Walter Ansted and his son, Walter, Jr.

Sanitary Dry Cleaners, 425 State St., St. Joseph, Mich., has installed a shirt laundry.

Bruce Cleaners, La Plata, Mo., has been sold by Ray Bruce to Mack Duffey.

Spic & Span Cleaners, Main St., Bradford, Ill., has been leased by Florence Harris to Mr. and Mrs. Adrian Brown.

Gresham (Wis.) Cleaners has been opened by Harry Hanson in the plant formerly operated by Gilbert Mader.

Marvol Brown and Miss Bessie Myers, operators of a drycleaning business in Kirklín, Ind., have opened a store in Zionsville.

Ideal Cleaners, 5333 W. 25th St., Cicero, Ill., has opened Store No. 23, at 1705 Roosevelt Rd., Broadview.

Ray Compton, owner of Fashion Cleaners and Tailors, has opened his new plant at 615 National Ave., West Terre Haute, Ind.

Whiteway Cleaners, Eldorado, Ill., has been bought by Whit Mitchell.

West Salem (Ill.) Cleaners has been sold by Mr. and Mrs. Roy

Smith to Mr. and Mrs. Norman Tate.

Paramount Cleaners, Public Square, Shelbyville, Ind., has been sold by John Lyons to Glen Plymate. The business will be managed by Juanita Huntington.

A new building has been constructed by Mayor S. C. Stacey at Milan, Ill., for Stacey Cleaners.

An estimated \$25,000 loss was caused by a fire of unknown origin in the drycleaning plant operated at Pentwater, Mich., by Mr. and Mrs. George Kreager. The separate cleaning room was not damaged.

Same Day Cleaners has been opened by Ralph Cochenour at W. Main and N. W. Seventh Sts., Fairfield, Ill.

Campbell Cleaners is the new name of Gilkerson Cleaners, Grayville, Ill., recently purchased by Harold Campbell.

Jerry's Cleaners and Dyers has opened a new plant in Bradford, Ill.

Donald Kay, co-owner of Robin Dry Cleaners, has announced that the firm has opened its own cleaning plant at 1826 Irving Park, Chicago, Ill.



**NORTH
EAST**

A new cleaning plant has been opened at 111 Shurtieff St., Chelsea, Mass., for Parlow's Dye House, operated by Benjamin Parlow and his sons-in-law, Joseph Staretz and Eddie Butkovitz.

The G. K. & R. drycleaning chain has leased stores in the Clearview Shopping Center and Utopia Shopping Center in Bay-side, N. Y., and Beech Hills Shopping Center and Deepdale Shopping Center, Douglaston.

Gratton-Roy Dry Cleaners, New-port and Derby Line, Vt., has opened its new plant on E. Main St., Newport. The business is owned by Roland Roy and Jean W. Gratton.

Joan Dry Cleaners Co., Inc., has leased quarters at 542-44 E. 14th St., New York City.

William E. Mann, owner of Mann's Dry Cleaning, Depot St., Canastota, N. Y., has pur-

chased Esquire Cleaner, N. Peterboro St., and will merge the firms under the name of Mann-Esquire Cleaners.

Polar Bear Cleaners has been opened by John and Peter Duro at 650 Central Park Ave., Yonkers, N. Y.

Earl L. Cook has sold his interest in Cook Cleaning Company, 44 W. Genesee St., Hornell, N. Y., to a partner, S. Linwood Gorton, and Joseph Burns.

The fictitious name of Beau Monde Cleaners, 5154 Broad St., Pittsburgh, Pa., has been registered by Pearl Scanga.

Economy Dry Cleaning Corp. has rented a location at Wisner Ave. and Broadway, Newburgh, N. Y., to which it will move Economy Cleaners and Blue Ribbon Cleaners and Dyers. New equipment will be installed.

HEADQUARTERS FOR SUPPLIES AND EQUIPMENT

GARMENT RACKS SPECIAL...



6 ft. long, 5 1/2
ft. high with set
of 3" rubber
swivel casters.

**PAINTED
RECONDITIONED
PIPE**

\$12.50

FLUORESCENT LIGHTING

Fixture Using two 40 Watt
Lamps

\$11.00

CLEANERS SALES & EQUIPMENT CORP.

201 Washington Street

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Steamatic

**VERTICAL
WATER TUBE
BOILER**

Fast Steaming

Refractory Baffles Retain Practically All Heat Units From Fuel

Completely Insulated

Fully Automatic

Equally Efficient With Stoker, Oil or Gas Burner

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STUMPED by STAINS?

Do stubborn stains cause you grief, cost you time, cut your profits? If so you can solve your problem *easily* with the sound technical tips on *safe spotting* for all fabrics in the booklet—
"Spotting by Reduction."
Write for FREE copy now!

NATIONAL CLEANERS CHEMICAL MFG. CO.
2407-11 W. Lake St., Chicago 12, Ill.



BOCK EXTRACTORS

The most efficient time and money saving Extractor on the market.

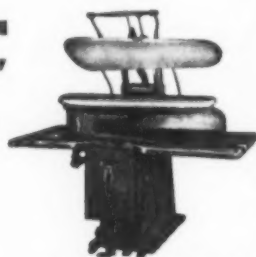
Made in 15", 17" and 20" sizes.

Send Us Your Inquiry.

BOCK
LAUNDRY MACHINE CO.
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NOW "The CONVAIR"

Converts your old, slow-moving Foot-Press into a fast, efficient Air-Operated Press for only \$300.



Write for Details NOW!

NEW YORK PRESSING MACHINERY CORP.
880 BROADWAY NEW YORK - 3



The Bertsch Rug Wringer

Before enlarging your plant to handle that increased volume, investigate the BERTSCH Wringer. It will more than double the volume of your present plant and will cost less than a new scrub floor or a new dry room.

BERTSCH & CO.

CAMBRIDGE CITY
• INDIANA •



SOUTH WEST

Blanchard Cleaners and Storage Company has moved its Fairway shop to larger quarters at 5255 Belinder, Overland Park, Kans.

The Frost Cleaning plant, 408 N. 25th, Waco, Tex., which was damaged by fire last September, has been reopened, with new equipment, by W. W. Frost.

Pioneer Cleaners, Barstow, Cal., owned by Mr. and Mrs. Howard Taylor, has opened its third store, at Lenwood.

Thrift-D-Lux, Inc., which has 76 branches in Los Angeles County, Cal., has opened a new outlet at 43 N. Santa Anita Ave., Pasadena, under the management of Ed Trevino. The chain is owned by Fred Alper.

Ralph Ayles, owner of Nu-Tone Cleaners, 1213 S. Broadway, Wichita, Kans., has opened a

branch known as Planeview Cleaners at 3792 Ross Parkway, Planeview.

Jones Cleaning Co., 2301 N. Chadbourne, San Angelo, Tex., has opened a complete laundry department, it was announced by T. J. Jones.

George and Elfrieda Smith, owners of Wardrobe Cleaners, 5 Front St., Novato, Cal., have opened a branch on Main St., Pt. Reyes.

Mr. and Mrs. Clyde Soule recently celebrated the twenty-fifth anniversary of their Ripley Cleaners, 119 W. Fifth St., Newton, Kans.

Acme Cleaners, Mesquite, Tex., has been sold by Tom Payne to Charles McCallum.

Coastside Dry Cleaners, 414 Main St., Half Moon Bay, Cal., is under new management.



SOUTH EAST

J. P. Edens Dry Cleaning Company has moved to its new plant at 107 N. Marlboro, Bennettsville, S. C.

Charles C. McDonnell has moved Superior Cleaners, Chetaco, S. C., to a new plant at 116 Kershaw.

Ward's Cleaners, Dublin, Va., has been leased by Carl and J. G. Ward to Walter L. Cook of the New Radford Laundry.

Hollis Cleaners, Rock Hill, S. C., has installed all new equipment.

Articles of incorporation for Spec-Dee Cleaners Co., Seventh St. and Madison Ave., Covington, Ky., have been filed by Joseph Reynolds, Edward Hanlon, Jr., Herbert Altmeyer and Louis Dietz.

Jordan Cleaners has moved to a new modern plant at 128 Hagin St., Rock Hill, S. C.

Bennett's Master Cleaners has been opened at 105 Hall Ave., Suffolk, Va., by W. E. Bennett.

E. C. Denton has sold his cleaning business on N. Main St., Henderson, Ky., to Jack Davis.

I. R. Bilsky has been licensed to operate a cleaning business at 1084 Jackson, Memphis, Tenn.

Star Cleaners, Greenwood, S. C., has completed a remodeling program.

A new piece of equipment has been installed by T. A. Parker at Davis Dry Cleaners, Lancaster, S. C.

Dura Cleaners, owned by Sam Russo and Fred Hecht, has opened a branch at 64 St. George St., St. Augustine, Fla.

Superior Cleaners, Lake City, S. C., has installed a new boiler.

Royal Cleaners has opened a plant at Newberry, S. C.

Wood Cash and Carry Cleaners has been opened on N. Race St., Glasgow, Ky.

Brown's Cleaners, 133 Main St., Daytona Beach, Fla., has been sold by Mr. and Mrs. M. W. Washburn to Mr. and Mrs. K. J. Brott.

City Cleaners, Lake City, S. C., is remodeling its plant.

Lexington (Va.) Cleaners has moved its office to its plant at 108 Jefferson St.

Spotlite Cleaners has been opened at 1350 E. Cleveland St., Clearwater, Fla., by Dan R. Iley. The name was chosen in a \$100 prize contest.



**NORTH
WEST**

Peninsula Cleaners, Ilwaco, Wash., has been sold by Mr. and Mrs. Oliver W. Holmes to Mr. and Mrs. Al Williams.

Mrs. DeAlva Newton has opened Port Cleaners at Port Orford, Ore.

Ralph Bounds has taken over Hollywood Cleaners, 812 Summitview Ave., Yakima, Wash., from Tony Sweitzer, who will operate a cleaning business at Hood River, Ore.

Hagen's Cleaners has been opened by Glen Hagen at N18 Pines Rd., Opportunity, Wash.

Regal Cleaners, Rexburg, Idaho, has been sold by Gordon Dixon to Jim Bissette.

OBITUARIES

William Carl Bolsmo, 22, operator of a drycleaning establishment at Shelby, Montana, died recently. He is survived by his widow, his son, his parents, five sisters and a brother.

Armor Lanson Granger, 70, operator of Granger Cleaning and Pressing Company, Berkley, Virginia, until his retirement four years ago, died November 20 after a long illness. He is survived by his wife, a daughter, two sons, four half-brothers and four half-sisters.

Henry H. Haight, 71, owner for many years of a drycleaning business in Indianapolis, Indiana, died November 16. He is survived by his widow, a daughter, a son and a brother.

Walter M. Johnston, 62, owner of Walter M. Johnston & Sons Dry Cleaners, Youngstown, Ohio, died November 1 after a brief illness. He was a member of the Elks. Survivors include his wife, two sons, a daughter and a brother.

Maurice Emil Messer, 79, a pioneer in the drycleaning industry and a resident of Cleveland, Ohio, died November 23 at his winter home in West Palm Beach, Florida. Mr. Messer founded the Universal Cleansing and Dyeing Co. in Cleveland in 1895, and was associated with the business for 30 years. He contributed to the development of the continuous flow method of clarification, and was active in the National Association of Dyers and Cleaners, where he served a term as instructor. He was also a past president of the Ohio

KEEPS PRODUCTION ROLLING Longer at Less Cost!



Specify **DANDUX** From Your Dealer

Outstanding value in both quality and price. Carefully constructed with the finest tested materials throughout. Various types of wheels and combinations.

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EXTRACTOR COVERS

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THE All-Aluminum GRID PLATE
that masters ANY fabric

Ask any
Presser

up to 46"	\$14.85
mushroom	11.00
over 46"	19.25
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Gentlemen: Please send me
complete information on your
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The Miracle Cover Cloth. Outwears—Outlasts—Outfinishes All Other Press Cover Cloth. Proved Best On Thousands Of Laundry & Dry Cleaning Presses, Outlasting Next Best Cover Cloth.

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Order from
H. KOHNSTAMM & CO., INC.
83-93 Park Place, New York 7, N. Y.
11-13 E. Illinois St., Chicago 11, Ill.

Insurance at COST!

for Thirty-seven Years

"Does your insurance pay you dividends?"

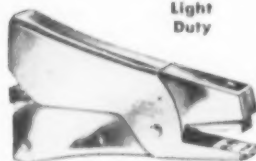
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**HAND STAPLERS
for TAGGING**

P-98
Light
Duty



P-22
Heavy
Duty



- Compact, portable—weighs only 7 oz.
- All steel construction—chrome finish
- Loads 100 5-98 staples

- Throat reach 2 1/2"
- All steel construction—chrome finish
- Same machine loads 150 staples—sizes 1/4" and 3/16" leg lengths

Buy from your supplier
Write for jobber set-up



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THE NO. 39 CLEANERS & DYERS RECORD FORM

Provides space for recording the necessary information with minimum effort. Whether your plant is large or small, whether you prefer a bound volume or loose-leaf type, your needs will be answered by one of these three editions.

No. 39 SENIOR RECORD BOOK—400 Pages (10,000 entries) Durably bound in heavy duck with leather covers	\$ 5.00
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LOOSE LEAF BINDER	5.00
LOOSE LEAF SHEETS 100	2.50
ALL PRICES 250	5.00
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304 East 45th Street, New York 17, N. Y.

State Association of Cleaners and Dyers. Mr. Messer was a 32nd degree Mason. He is survived by his wife and three sisters.

Russell S. Roeller, 60, general sales manager of the Pennsylvania Salt Manufacturing Company, died November 12 after a brief illness. He had been honored the previous week on completion of 30 years of service with the company, which he joined as a salesman in 1922. He became Pennsalt's Philadelphia district sales manager in 1933 and field sales manager in 1942. In 1950 he was appointed assistant general sales manager and soon after was named general sales manager.

Mr. Roeller played a major role in broadening the industrial use of many chemical products. He was a director of the Chlorine Institute and was on the Alkali-Chlorine Committee of the National Production Authority. During World War II he served on the Army-Navy Munitions Board Advisory Committee. Mr. Roeller is survived by his widow.

MEETINGS SCHEDULED

January 16, 17 and 18—Iowa State Cleaners & Dyers Association and Nebraska Cleaners Association, Annual "Little National" Convention, Fort Des Moines Hotel, Des Moines, Iowa.

January 16, 17 and 18—Michigan Drycleaners Association, Annual Convention, Durant Hotel, Flint.

January 17 and 18—Oklahoma State Association of Cleaners and Dyers, Annual Convention, Skirvin Hotel, Oklahoma City.

January 17, 18 and 19—National Institute of Rug Cleaning, Annual Convention, Sherman Hotel, Chicago, Illinois.

January 24 and 25—Louisiana Laundry & Cleaners Association, Annual Convention, Hotel Bentley, Alexandria.

February 12—New Jersey Laundry and Cleaning Institute, Spring Convention, Hotel Essex House, Newark.

February 13, 14 and 15—National Institute of Cleaning and Dyeing, Annual Convention and Large Exhibit, Cleveland, Ohio.

February 25 and 26—North Carolina Association of Launderers and Cleaners, Annual Convention, Ricks Hotel, Rocky Mount.

March 5, 6 and 7—Canadian Research Institute of Launderers and Cleaners, Annual Convention, Calgary, Alberta.

March 5, 6 and 7—West Virginia Launderers and Dry Cleaners Association, Annual Convention, Prichard Hotel, Huntington.

March 18 and 19—Georgia Launderers and Cleaners Association, Annual Convention, Atlanta Biltmore Hotel, Atlanta.

March 19, 20 and 21—Texas Laundry and Drycleaning Association, Annual Convention, Baker Hotel, Dallas.

April 23, 24 and 25—Laundry and Cleaners Allied Trades Association and Laundry and Dry Cleaners Machinery Manufacturers Association, Joint Annual Convention, Hollywood Beach Hotel, Hollywood Beach, Florida.

May 8 and 9—Laundry Owners and Dry Cleaners Association of Montana, Southern Alberta and Northern Wyoming, Annual Convention, Helena, Montana.

NATIONAL MARKET PLACE

Where Buyers and Sellers Meet

10¢ a word for the first insertion and 8¢ a word for each subsequent consecutive insertion of the same ad. Advertisements set in capitals or bold face type 15¢ a word, first insertion; 10¢ a word for subsequent, consecutive insertion. Minimum charge—\$2.00 (new or repeat).

Help Wanted and Situations Wanted ads 5¢ a word for first insertion, 4¢ a word for each subsequent, consecutive insertion of same ad. Minimum charge—\$1.00 (new or repeat). Capitals or bold face type—double these rates.

Add five words if answers are to come to a box number to be forwarded by us. Extra white space at top, bottom or between lines doubles charges indicated.

Be sure to write your copy, name and address plainly.

Advertisements in this department must be in our hands NOT LATER THAN THE 12th OF THE PRECEDING MONTH.

Cash must accompany all orders for advertisements in our classified columns. No book accounts can be opened, as the low charge made does not permit this expense.

Mail Your Replies to Box Numbers to National Cleaner & Dyer, 304 E. 45th St., New York 17, N. Y.

CLEANING PLANTS FOR SALE

LAUNDRY PLANTS and DRYCLEANING PLANTS. 100% PROPOSITIONS. New York, New Jersey, Connecticut, Pennsylvania. Other sections—WHERE DO YOU WISH TO LOCATE? RICHARD J. MULLER—Lic. Broker, 89-16 184th St., Jamaica, 3, N. Y. Tel.: REpublic 9-3016. 1451-2

For Sale—laundries, drycleaning plants, rug cleaning plants in Metropolitan N. Y. C. area, Westchester, New Jersey, Connecticut, Pennsylvania. If interested in buying or selling, contact J. B. KANDEL, 131-39 228TH STREET, LAURELTON, LONG ISLAND, NEW YORK. PHONE: LAURELTON 8-3291. 4648-2

FOR SALE—SOLVENT PLANT IN CALIFORNIA. Leading wholesale and retail plant in town of over 100,000 population. With modern equipment. Established since 1925. Yearly gross \$150,000. Total price with real estate \$150,000, without real estate \$80,000 with long lease. **WELL WORTH INVESTIGATING** for the right party. ADDRESS: Box 4930, NATIONAL CLEANER & DYER. -2

FOR SALE—GARMENT DYEHOUSE. YEARLY GROSS \$15,000—\$20,000. LOCATION: BOSTON, MASS. GIVE AWAY PRICE, \$6,500. ADDRESS: Box 5158, NATIONAL CLEANER & DYER. -2

Modern synthetic cleaning plant, Zoric unit. Completely equipped with new Hoffman, Cissell, American machinery. Now grossing \$1,000 per week, prospects of doubling. \$30,000, half cash. C. E. Eubanks, Las Cruces, New Mexico. 5166-2

LARGEST, MOST MODERN SOLVENT DRYCLEANING PLANT IN ALASKA. FULLY EQUIPPED AND LOCATED IN THE HEART OF ALASKA'S FASTEST GROWING CITY. GROWTH POTENTIAL GREAT DUE TO HUGE CONSTRUCTION PROGRAM, AN OUTSTANDING OPPORTUNITY. DOING \$240,000 ANNUALLY. INCLUDES SEVEN (7) TRUCKS AND REAL ESTATE. \$50,000 WILL HANDLE. WRITE FOR COMPLETE INFORMATION TO PEACOCK CLEANERS, INC., BOX 104, ANCHORAGE, ALASKA. 5168-2

For Sale:—One-half interest in old-established solvent plant and building in northwest WISCONSIN, college town, population 8,500. Gross \$26,000. ADDRESS: Box 5169, NATIONAL CLEANER & DYER. -1

Cleaning plant northwestern Ohio, county seat, university town, over \$50,000 volume, three-fourths of business over counter, no soliciting. All equipment four years old or less in wonderful condition, some of which includes large Detrex unit, four presses, air vacuum, Adjusta-Form, silk puffers, hat machine, Tagomatic marking machine, slick rails, sorting wheels, 10 H.P. Kisco boiler, two Ford panels. Nice roomy brick building, 3-year lease with five-year option, \$90 per month. Price \$35,000. ADDRESS: Box 5208, NATIONAL CLEANER & DYER. -2

IN PHOENIX, ARIZONA. Phoenix' largest wholesale operation. Same owner over 30 years. Retiring. New building, new modern machinery and equipment. Does wholesale leather and dyeing work in 5 states. Excellent volume. This business may be purchased with or without property. Reasonable terms to qualified buyers. DEAN S. DAVIDSON, REALTOR, 822 North Central Ave., Phoenix, Arizona. 5221-2

Quality solvent cleaning plant, Canton, Ohio. \$35,000 and over per year. Large brick, tile building, and equipment new 1946. Price \$50,000. ADDRESS: Box 5213, NATIONAL CLEANER & DYER. -2

Denver, Colorado, drycleaning plant for sale. Well-established, modern in every respect. Located on a busy street in this fast-growing city. Long lease on building. Owner wishes to retire after forty years in business. **IMPERIAL CLEANERS, 236 Broadway, Denver, Colorado 5223-2**

WELL-ESTABLISHED SOLVENT PLANT in OHIO, county seat of 10,000. Golden opportunity for cleaner and wife. Death of partner reason for selling. ADDRESS: Box 5244, NATIONAL CLEANER & DYER. -2

Drycleaning plant for sale. Good equipment, building included. Good farm and oil-field trade area. Price \$9,000. Ideal Cleaners, Madison, Kansas. 5250-2

Old and reputable business in beautiful new building equipped with modern petroleum plant and 5,000-capacity Haertel fur storage vault. Present volume \$85,000 yearly plus selected wholesale accounts (more available). Capacity and layout for \$150,000 yearly. Expandable on 90' x 150' lot, also rental property with real estate. Will sell business for \$85,000 with lease, or business and real estate for \$135,000. Located in N. E. Pennsylvania on state highway in center of valley of 200,000 population. Must be seen to be appreciated. ADDRESS: Box 5251, NATIONAL CLEANER & DYER. -2

For Sale—Cash \$35,000—U. S. Hoffman Economy Petroleum unit. Three combination, one wool, three hot heads Model X presses. 15 H.P. natural gas-fired boiler. All bought new April 1947. 150 x 150' lot, building concrete blocks, 30 x 70'. 3 trucks. Population 8,000. ADDRESS: Box 5261, NATIONAL CLEANER & DYER. -2

PHOENIX, ARIZONA—Modern Stoddard cleaning plant, long lease \$60 per month. \$25,000 gross. \$19,500. ADDRESS: Box 5267, NATIONAL CLEANER & DYER. -2

FOR SALE:—Modern laundry and drycleaning plant in Midwest. Building and equipment new since 1946. Doing \$135,000 annual business. See, investigate, and make an offer. Anything reasonable will be considered. Doctor says quit. Interview open to reliable party by appointment. ADDRESS: Box 5268, NATIONAL CLEANER & DYER. -2

Central Ohio, new drive-in cleaning plant, also outlet store. Marvelous business. Illness forces sacrifice for \$18,000. ADDRESS: Box 5269, NATIONAL CLEANER & DYER. -2

IMMEDIATE INCOME—UNUSUAL OPPORTUNITY, paying business, perfect for couple. Come see for yourself. Terms. Griffin Dry Cleaners, 601 Smith Ave., Thomasville, Georgia. 5270-2

DRYCLEANING PLANTS, STORES AND FUR STORAGE VAULTS SPECIALIST, also stores and fur storage vault rentals. FRANK DEUTSCHER, 16 Court St., Brooklyn, N. Y. Triangle 5-2313. 5271-2

CLEANING PLANTS FOR SALE (Cont'd)

Best small-town plant in central Illinois. Fully equipped. Grossing \$300 weekly. Owner has other interest, reason for selling. ADDRESS: Box 5272, NATIONAL CLEANER & DYER. -2

Well-established solvent plant—PALM BEACH area. Great opportunity for cleaner and wife. Owner retiring due to health. ADDRESS: Box 5273, NATIONAL CLEANER & DYER. -2

EMERGENCY SACRIFICE:—Successful drycleaning plant, investment over \$15,000. Take reasonable offer for quick sale. Terms. 1145 Magnolia, West Palm Beach, Fla. 5287-2

For Sale:—Well-established, profitable drycleaning business, modern equipment, good location and reputation in good Kentucky town. Owner wishes to leave state. ADDRESS: Box 5298, NATIONAL CLEANER & DYER. -2

Terre Haute, Ind., old, well-established drycleaning business, modern plant and equipment. Growing volume now \$100,000. Price \$50,000 including well-located real estate and adjoining parking lot. Terms to right party. Write: O. W. Morrissey, Fletcher Trust Bldg., Indianapolis 4, Ind. 5301-2

Modern synthetic plant in southern Michigan. Good prices. Hoffman Nu-Cleaning system, Adjusta-Form, Cissell spotting, puff irons, Hoffman press, Sta-Nu process. All like new. Building, land and completely furnished seven-room house. Ideal for man and wife. ADDRESS: Box 5302, NATIONAL CLEANER & DYER. -2

CLEANING PLANTS WANTED

WANTED—PLANTS—ALL KINDS—New York, New Jersey, Connecticut. BUYERS WAITING—LIST YOURS. RICHARD J. MULLER, Lic. Broker, 89-16 184th St., Jamaica 3, N. Y. Tel. Republic 9-3016. 873-1

SITUATIONS WANTED

Expert silk spotter, drycleaner. Thoroughly experienced in all phases of drycleaning. Age 44, 22 years' experience. Desires permanent position. Very good references. ADDRESS: Box 5282, NATIONAL CLEANER & DYER. -5

Present United States Army "Laundry and Drycleaning Specialist" for Military District of Washington, Ft. Myer, Va. Drafted, discharge 2 MARCH 1953. Past active superintendent and consultant, "Servite" Chemische Wascherei, Bern, Switzerland. (See article: "Yankee in Switzerland," February 1951 issue, The National Cleaner and Dyer.) INTERESTED IN FOREIGN OR AMERICAN SPECIALIZED POSITION, drycleaning and/or laundry, rug cleaning, fur cleaning and cold storage. TEN YEARS EXPERIENCE, KNOWLEDGE AND TRAINING consisting of: (1) construction, organization, plant layout, maintenance, personnel supervisory; (2) incentive plan, job breakdown, administration and sales progress. Graduate NICD, member AIL, especially realistic to quality, practical to production in European and American technique. ADDRESS: Box 5283, NATIONAL CLEANER & DYER. -5

Salesman, fieldman's job with future wanted by practical man with 26 years' experience, drycleaning. Operated own plant last thirteen years. Go anywhere. ADDRESS: Box 5296, NATIONAL CLEANER & DYER. -5

Manager, silk spotter, twenty years' experience in all departments, married, 43 years old, wants steady position in quality plant. Go anywhere. Prefers Northwest. ADDRESS: Box 5297, NATIONAL CLEANER & DYER. -5

WORKING MANAGER, REPUTABLE SPOTTER, 20 years' quality experience in all phases of the industry. Administrative and technical expert. University graduate. Good reputation and background. ADDRESS: Box 5303, NATIONAL CLEANER & DYER. -5

SUPERVISOR OR MANAGER, excellent spotter, NICD graduate, broad knowledge of all phases of drycleaning, production-minded, able to train help. Married, family man. Desires position with future, larger city or nearby preferred. ADDRESS: Box 5304, NATIONAL CLEANER & DYER. -5

NOTICE TO ADVERTISERS

To maintain a regular publication schedule, all classified advertisements must be received no later than the 15th of the month preceding the issue in which the advertisement is to appear.

HELP WANTED

WORKING FOREMAN for central Illinois long-established, high quality, exclusive drycleaning plant. New buildings and equipment, \$150,000 annual volume. Must have expert knowledge and experience in every phase of drycleaning, also training new help. Here is a rare opportunity for a well-informed, sober and dependable married middle-aged man to permanently connect himself and secure his future with a high-class organization. Please give full and detailed experience in first letter. ADDRESS: Box 5264, NATIONAL CLEANER & DYER. -7

Working manager, retail quality cleaning plant-store, New York City. Experience all-around. Send qualifications and references to Box 5292, NATIONAL CLEANER & DYER. -7

SPOTTER—experienced and not afraid of work or responsibility. For fast-growing, youthful firm in southern Connecticut, just 65 minutes from New York. This is a bona fide opportunity with sound possibilities. Please, no floaters. Give all particulars in first letter. Write Box 5293, NATIONAL CLEANER & DYER. -7

Man for cleaning department. Able to take full charge. Good wages. Write: P. O. Box 523, Sandusky, Ohio. 5284-7

Tailor or tailor-presser to take complete charge of alterations and repairs in modern cleaning plant in upstate New York. This is a steady job for a good steady worker. ADDRESS: Box 5305, NATIONAL CLEANER & DYER. -7

SALESMEN DISTRIBUTORS WANTED

Salesman with large following among cleaners and laundries to sell fur cleaning and storage chemicals. Unusual opportunity with well-known firm. No technical background necessary. Bernard Sirota Company, 620 Smith St., Brooklyn 31, N. Y. 3371-14

Salesman with contacts among drycleaners and laundries to sell straight pins, staples, office supplies and printing on profit-sharing plan. State experience and what contacts you have. ADDRESS: Box 4337, NATIONAL CLEANER & DYER. -14

SALESMEN WANTED—The most progressive business in the history of the industry has new territories available for top-flight executive salesmen. The opportunity to elevate to unbelievably high earnings is without equal—anywhere. We want to talk this over with energetic hustlers who can close a contract on first call. Liberal draw and commissions. Give all information about yourself in first letter. STA-NU CORPORATION, 110 SOUTH DEARBORN STREET, CHICAGO, ILL. 5204-14

SALESMEN WANTED now calling on retail cleaners and dyers with and without units to sell printed items used by all cleaners and dyers. Commission basis, no investment required, commission on repeat orders. ADDRESS: Box 5178, NATIONAL CLEANER & DYER. -14

Fourteen-year-old company needs full or part-time experienced salesman calling on drycleaners. Exclusive product. Exceptionally high commission, bonus and drawing account when ability proven. Net earnings will exceed \$10,000. Exclusive territory. Full credit on mail orders. Permanent position. References required. Give full details, Rokeby Chemical Company, Marietta, Ohio. 5235-14

Are you a salesman with a fundamental knowledge of drycleaning? Are you progressive and willing to work diligently to make real money through your ability to sell the LUSTERWAY CHLOROPHYLL Drycleaning Method? You must be able to finance yourself, own a car and be able to make bond. If you are the man described, you should make, on a commission basis, one thousand dollars a month. Mail a complete resume of your past experience and a photograph to the LUSTERWAY SALES COMPANY, Div. of McCLEARY ASSOCIATES, INC., 448 North Second Street, Memphis, Tennessee, Phone No. 8-0506. 5236-14

DUE TO EXPANSION—One salesman to live in Knoxville, Tennessee; one salesman to live in Nashville, Tennessee; one salesman to live in Louisville, Kentucky; one salesman to live in Atlanta, Georgia. Openings for salesmen to sell laundries and drycleaners complete line of supplies and equipment. Salary—commission—expenses—bonus. Established territories. Well-established company. Men should have laundry or drycleaning experience—sober and industrious. Write fully past experience. ADDRESS: Box 5308, NATIONAL CLEANER & DYER. -14

SALESMEN DISTRIBUTORS WANTED (Cont'd)

SALESMAN OR SALESWOMAN TO CALL ON CLEANING PLANTS. LEADER MFG. CO., 305 PINE ST., ST. LOUIS 2, MISSOURI. 5307-14

DISTRIBUTORS WANTED:—PROGRESSIVE, aggressive jobbers wanted in the Midwest and Southwest areas to sell on an exclusive territorial basis the most effective soap detergent on the market—the **VIVIDOL-LEVELOL** line. Assure yourself the highest reorder sale. Batch and ½ and ¾ charge soaps as well as prespotters and water repellent, all developed by the most advanced research laboratory and chemists. Enjoying excellent sales in the East through major jobbers, now seeking to extend sales area. **Stamford Chemical Co., Vividol, 60 Spruce Street, Stamford, Conn.** 5309-14

MISCELLANEOUS

MAKE CLOTH-COVERED BUTTONS AND BUCKLES. Serve your customers and save headaches. **MAXANT BUTTON, 121 S. Morgan, Chicago 7, Ill.** 147-8

ELIMINATE THE REMOVAL OF BUTTONS AND BUCKLES. Save on labor—cut down complaints—speed up production. Allow us to place in your plant on approval a small assortment of **SLIP-ON BUTTON AND BUCKLE PROTECTORS.** We know of no better way for a plant manager to judge our product. Over 2,000 plants have used them. **SLIP-ON BUTTON AND BUCKLE PROTECTOR CO., 2610 Clay Ave., Fresno 1, California.** 3476-8

SUEDELEATHER elbow and knee PATCHES \$4.00 for 24—KNITTED CUFFS \$3.00 for 24. Tailor trimmings, sewing-room supplies at lowest price. Free price list. **Nassau Notionhouse, Nassau, N. Y.** 4779-8

PADS—COVERS—FLANNELS for STEAM PRESSES. A good source of supply at lowest prices, quality considered. Write: **FRANKLIN TEXTILE MILLS, DEPT. N., FRANKLIN PARK, MASS.** 4833-8

CERTIFIED LEATHER CLEANERS. Leather and suede cleaning and redyeing. 3-day service. Repair work is factory-done. All garments fully insured while in our possession. Jackets—leather \$3.00 up—suede \$2.50 up. You double your money. Our 35th year. **CERTIFIED LEATHER CLEANERS, 407 E. Washington Street, Charleston 1, West Virginia.** 5068-8

ANDREA MEASURING CHART, it takes length and width at the same time. **CUTS CHECKER'S TIME IN HALF.** M. Andreas, 156 East 88th St., New York 28, N. Y. 5119-8

100 TALON TROUSER ZIPPERS \$11.50, other bargains in zippers, thread, buttons. Ask for our special sale price list and catalog. **NASSAU NOTIONHOUSE, NASSAU, N. Y.** 4778-8

EVERYTHING IN CHEMICALS AND SUPPLIES—Special prices on hangers, bags, safety pins, marking tags, pads and covers. Write for new reduced price list for everything in the line. **SAMUEL CHEVLIN CO., 3127 N. Halsted St., Chicago 14, Ill.** Blittersweet 8-1492. 5285-8

FREE FORMULA FOR DRY AND WET CLEANING IN ONE OPERATION. LEADER MFG. CO., 305 PINE ST., ST. LOUIS 2, MISSOURI. 5306-8

FREE SAMPLE PAGE—An illustrated price catalog for drycleaners has been placed on the market. Beneath each illustration is a listing of work that might be done such as, drycleaned and pressed, wetcleaned and pressed, pressed only, dyed and pressed, mothproofing, weatherproofing, extras for white garments or for deluxe service, for pleats, etc. Catalog contains 175 illustrations. Single copies \$2.50, six or more \$2.00 each. Write today: **Louis Corrado, 1112 North St., North Reading, Mass.** 5310-8

CONSULTANTS

IN TROUBLE? Our chemical analysis of garments and laboratory reports place responsibility for damage, and save your money. Charges light. **HUBBARD TEXTILE CONSULTING BUREAU, SILVER SPRING, MARYLAND.** 155-25

LET US TELL YOUR CUSTOMER! Impartial laboratory reports on garment damage for settlement of claims, expert testimony for arbitration or referee. Prompt service, reasonable fee. **TEXTILE ANALYSIS SERVICE, 44 Fisherville Rd., Route 10, Penacook, N. H.** 3635-25

AT LAST! Complete consulting service for your drycleaning problems at a fair cost. Solvent analysis and damaged-garment analysis. Send your solvent samples and damaged garments to: **C. A. Gault, Drycleaning Consultant, 31 N. Summit Street, Akron 8, Ohio.** 4132-25

TRAINING SCHOOLS AND INSTRUCTIONS

ARE YOU A HUBBARD SCHOOL GRADUATE? Plant owners ask for them. No matter who or where you are, you can get an "all-out" teaching service when taking a Hubbard Course. Ask for catalog, covering ten approved courses. **HUBBARD CLEANING SCHOOL, Silver Spring, Md.** 154-B-15

Learn tailoring, alterations and repairs, or pattern designing in one of America's finest tailoring schools. Write for free booklet #2. **Empire Institute of Tailoring, 442 E. 5th St., Hazleton, Pa.** 3974-15

DYEING

SHARP'S RE-DYEING COMPANY—DYEING EXCLUSIVELY. WHOLESALE ONLY. We are now located in a large building and, in addition to our regular service on garments and household goods, are equipped to give you a complete service on rugs and carpets, any size. 977 Jackson Avenue, Memphis, Tennessee. 160-12

FROM COAST TO COAST LOEBL'S EXPERT DYEING IS KNOWN FOR QUALITY. To give you top results **EVERY PIECE** is carefully examined before and after dyeing. Individual attention plus our semi-finished service, easy to press, steamed, shaped and stretched gives you **BETTER DYEING. FOR SERVICE, SATISFACTION,** ship your work to **LOEBL DYE WORKS, INC., 348 W. SALEM AVE., ROANOKE, VA.** Price list, color card, shipping supplies free on request. 4959-12

SENECA DYERS—EASY-TO-FINISH DYED WORK—TO THE TRADE ONLY. If you want the "BEST" send your next dye order to the **SENECA DYERS, 1227 MAPLE STREET, ROCHESTER 2, N. Y.** 1562-12

MAJESTIC DYE HOUSE: GUARANTEED GARMENT DYEING. Fast colors, beautiful and bright. No wrinkles, easy to finish. Located centrally for fast service. Price list, color card, mailing material, free on request. **MAJESTIC DYE HOUSE, 3920 West Armitage, Chicago 47, Illinois.** 4157-12

AMERICA'S FINEST GARMENT DYEING: Serving several thousand **CLEANERS FROM COAST TO COAST,** wholesale only since 1917. Our large three-story plant is modernly equipped, and our high-grade-dyeing will prove an asset to your business. **KRAN-MER** is a money-maker for the cleaner. Send us a trial and be convinced. **KRAN-MER DYE HOUSE, 2435 North Third Street, Milwaukee, Wisconsin.** 4835-12

SUEDES AND LEATHERS cleaned and dyed to perfection. Prompt service. Fully insured. Reasonable prices. Ship to **THE SUEDE KING, 1311 East State Street, Sharon, Pa.** 5234-12

POWER PLANT EQUIPMENT FOR SALE

For Sale: One #4035 Johnson Wet-Back Scotch Boiler, Boiler #2653 ASME and National Board Inspection, 125# WP, stoker-fired, 30 HP, complete with Dayton Automatic #4 Stoker, size 30" x 60" with gear box, motor, fan, coal hopper and all electrical controls. This equipment has never been used and is being offered at a considerable savings under present day prices. For complete information write or phone **Edmont Manufacturing Company, Coshocton, Ohio.** Telephone 1866. 5266-36

BOILER BARGAIN—100 H.P. Farrar & Trefts boiler, oil-fired. Excellent shape, insurance inspection authorized operation at 125 lbs. Formerly used for laundry which has since been discontinued. Priced for immediate sale in place or F.O.B. car. 4 Hour Dura Cleaners, Inc., 1185 Jefferson Ave., Buffalo 8, New York. 5279-36

MACHINERY WANTED

WANTED: USED "HOFFMAN" UTILITY PRESSES, any model, any amount, located Texas near Mexican border. Address offers to: **"M.A.T.S.A.," Dr. Pasteur 113, MEXICO, D. F., MEXICO.** 4047-3

IMPERIAL LAUNDRY MACHINERY CO., 121 Greenpoint Ave., Brooklyn 22, N. Y., EV 9-6585, will purchase or help you sell your surplus equipment. Send for list or ask for representative. 5202-3

MACHINERY FOR SALE

REBUILT TO WEAR WITHOUT REPAIR. Complete dry-cleaning plants for solvent or synthetic, also complete laundry plants. Large stock on floor ready for inspection. Write for catalogue or visit us. **IMPERIAL LAUNDRY MACHINERY CO.,** 121 Greenpoint Ave., Brooklyn 22, N. Y. Tel EV-9-6585, 5199-4

NEW 135 GALLON VERTICAL SOLVENT STORAGE TANKS. Steel, cone bottom, mounted on legs. For special price for limited time \$25 each f.o.b. Cincinnati. Write or wire The American Laundry Machinery Company, Cincinnati 12, Ohio, 4973-4

WILLIAMS HAS A COMPLETE STOCK OF DRYCLEANING AND LAUNDRY MACHINERY. COMPLETELY REBUILT, GUARANTEED ONE YEAR. AVAILABLE IMMEDIATE DELIVERY. CALL WILLIAMS FIRST FOR BARGAINS. SERVING THE INDUSTRY FOR THE PAST 30 YEARS. WILLIAMS LAUNDRY MACHINERY CO., INC., 37-16 22nd Street, Long Island City 1, New York. **STILLWELL 6-6666.** 4625-4

GROSS 42 x 84" all-metal drycleaning washer, also American 36 x 84" maple cylinder, also American 42 x 64" maple cylinder, also American 30 x 48" maple cylinder. Rebuilt, guaranteed, immediate delivery. Very reasonably priced. **WILLIAMS LAUNDRY MACHINERY CO., INC.,** 37-16 22nd Street, Long Island City 1, New York. **STILLWELL 6-6666.** 4626-4

AMERICAN 60" Monel open-top extractor, also American 48" open-top Monel, also American 30" solid curb, also American 18" Monel, motor driven. Rebuilt, guaranteed, immediate delivery. Very reasonably priced. **WILLIAMS LAUNDRY MACHINERY CO., INC.,** 37-16 22nd Street, Long Island City 1, New York. **STILLWELL 6-6666.** 4628-4

For drycleaning-laundry machinery try **KEEL COMPANY,** 7230 N. Western Avenue, Chicago 45, Illinois. 1463-4

NEW SAN-I-SYSTEM synthetic drycleaning machines. Complete factory service and standard warranty. Finance terms arranged. **CLEANERS SERVICE COMPANY,** 314 W. Main Street, Belding, Michigan. 4566-4

SEC-O-MATIC reconditioned synthetic cleaning units at real bargains. Factory rebuilt and guaranteed. Easy terms. Immediate delivery. Write for literature and prices on available equipment. **SEC-o-matic Corp.,** 57 La France Ave., Bloomfield, N. J. 5013-4

Prosperity 6A fully automatic synthetic unit, used less than 2 years. Can be seen in operation. Priced reasonably; can arrange terms. Trade-ins accepted. **IMPERIAL LAUNDRY MACHINERY CO.,** 121 Greenpoint Ave., Brooklyn 22, N. Y. EV-9-6585, 5200-4

For Sale—Gross 100 gal. distill. filter, deodorizer, presses, extractors, pumps, pulleys, belting, pants cuff brush, fans, blowers, etc. Mrs. W. F. Ross, 151 W. North St., Carlisle, Pa. 5173-4

For Sale—Several 54" x 70" Hoffman drycleaning washers, explosion-proof motors. Also 60" Amico drycleaning extractors. Equipment in A-1 condition and priced for quick sale. Phone: Brooklyn, N. Y.—EVERGREEN 9-6154 or write Box 5174, **NATIONAL CLEANER & DYER.** -4

IMPERIAL LAUNDRY MACHINERY CO., 121 Greenpoint Ave., Brooklyn 22, N. Y., EV 9-6585, has available laundry and drycleaning equipment from several modern plants, some used only 3 years. Prices reasonable and terms extended. Write for our availability list without obligation. 5201-4

FOR SALE:—Glover steaming board and Hoffman Q2—used. Set of Chief puff-irons, new. Singer tailoring machines, used. **ADDRESS:** Box 5241, **NATIONAL CLEANER & DYER.** -4

42" utility press, Randall's Cleaning Plant, Brookside Avenue & Nassau Road, Hempstead, N. Y. 5274-4

FOR SALE: By cleaner—**NEW FLEXFORM COMPLETE WITH MEASURING DEVICE.** Never used. No room in production line. **CASH SALE \$300.—COST \$475. ADDRESS:** Box 5275, **NATIONAL CLEANER & DYER.** -4

MACHINERY FOR SALE (Cont'd)

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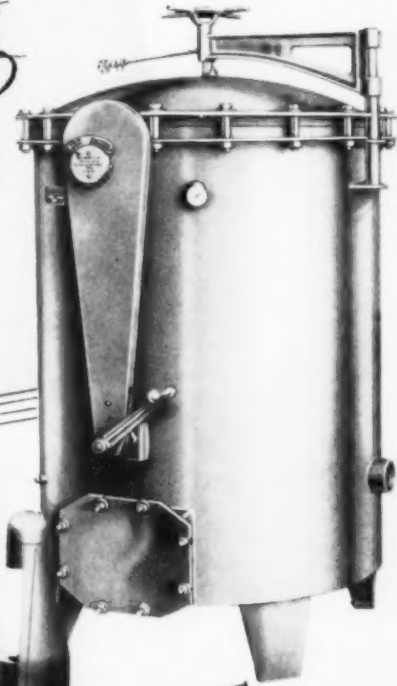
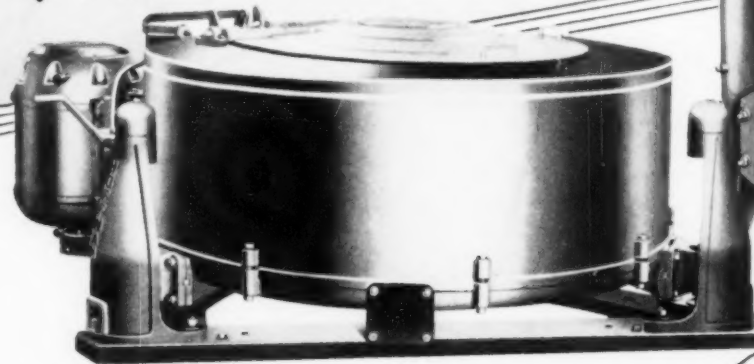
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